

Press Release

R-M Automotive Refinish Paints

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made simple



A brand of BASF – We create chemistry

R-M® launches infoR-M for body shop managers and painters

Online learning platform lets users stay on top of new skills and knowledge anytime, anywhere

R-M® has announced the launch of an online learning platform for body shop managers and painters who use the premium automobile refinish brand in their work. Known as, infoR-M, the site contains detailed information on products, processes, color, and business solutions, immediate support for technical questions, and a growing library of more than 80 instructional tutorials and videos.

infoR-M offers a systematic, accessible and always up-to-date approach to refinish and technical skills training. Step-by-step instructional videos, eBooks and online tutorials are easy to follow and are cross-referenced to related learning materials. The website is accessible 24/7, whether it be for everyday repair challenges or for catching up on the latest tips and tricks provided by R-M technicians.

"We are thrilled to be able to offer our customers this powerful knowledge platform that puts new skills close at hand. With infoR-M, body shops that use the R-M refinish coatings and solutions can stay current on preparation, color processes, applications, and finishing and polishing, so that they can deliver the best refinishing paint results to their customers. Even more exciting is that car repair professionals can learn these skills and techniques either on the job or at a time that best suits them," said Dennis Dropmann, Global Training Solutions, BASF Automotive Refinish Coatings Solutions.

infoR-M is currently available in a number of languages in Europe, Middle East and Africa. An international version is also available with plans to rollout to additional markets countries around the world later in the year. Additional interactive eLearning modules and courses will be added in coming months and courses will continually be updated in line with latest requirements for car repair.

infoR-M is available to all R-M customers and can be found at info.rmpaint.com.

[infoR-M video](#)

R-M Automotive Refinish: An important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid paints. By using these systems all legal solvent-reduction requirements can be complied with, anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its color expertise.

For all further information, please contact:

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