

## New standards for innovation and sustainability

Dubai, 1 April 2021

### New R-M clearcoats, ready for the future

Dubai, UAE: April 1, 2021 - R-M introduces a brand-new generation of clearcoats that gives customers the edge over the competition. In just two innovative series, the new products and services fit every business model: The most advanced is Pioneer Series with unparalleled solutions for sustainable and highly productive car repairs including unique process speed and breathtaking quality. Next is Advance Series, which will appeal to customers who focus on productivity and efficiency.



Sustainability has become a mega trend in society and R-M has seen an increased demand for sustainable solutions in the automotive repair industry. The R-M e'Sense products, a product line that helps save fossil raw materials and reduce CO2 introduced late in 2017, were the first products of their kind in the market that met this need successfully. It enabled R-M to save approximately 425,21t of CO2 since it was launched.

At the same time, customers also remain focused on highly productive solutions. Now, R-M is taking things to another level again, becoming the first to market with a unique set of solutions that combine productivity and eco-effectiveness with Pioneer Series.

Advance Series serves customers focusing on productivity and efficiency. Customers will benefit from a wide variety of solutions that fit to their expectations

*“Everyone at R-M is proud to be the first to bring to market a highly productive and crucially, highly sustainable series of clearcoats. Our goal has always been to exceed our customers' expectations with solutions that have innovation at their core.” says Marco Hoepker, Regional Business Manager Middle East*





# Press Release

## **PIONEER SERIES: Pioneering performance and eco-effectiveness.**

Pioneer Series is our most revolutionary and complete range of solutions. Every aspect of them is refined to create the ultimate finish while ensuring sustainability. It's why all Pioneer Series clear coats are eSense products, manufactured based on renewable resources. Highly economical, productive and efficient, Pioneer Series is guaranteed to deliver exceptional results.



## **ADVANCE SERIES: Welcome to advanced productivity.**



R-M Advance Series is specially formulated to give your bodyshop a highperformance edge on productivity. Elevate your performance and create an outstanding finish with this new clear coat portfolio. It's time to advance your productivity to a whole new game-changing level. At the core of the innovative new Advance Series is superior productivity, reduced process times and class-leading results. But it doesn't end there. Advance Series is part of an interconnected range of services and R-M specialist support that's ready to drive your profitability.

R-M commits itself to certify all biomass-balanced products according to the new REDcert<sup>2</sup> standard for chemical products. The REDcert<sup>2</sup>-EU standard complies with the EU Directive on Renewable Energy. The R-M e'Sense portfolio currently comprises of primer, body filler, hardener, clearcoat and additives that are used for repairing bumpers, and cosmetic and moderate damage.

## **R-M Automotive Refinish: an important part of BASF's Coatings Division.**

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing with a special focus on 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 durability, 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 are 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 more information:**

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