





Now you can work faster,  
use less material and save more energy.


Finding new and innovative ways to save energy is always worthwhile. But with energy prices skyrocketing, body shops now need to be even more conscious of their energy use. That's why we're so proud of our ground-breaking products and solutions, designed specifically to support body shops in lowering their energy consumption by up to 60% while also significantly shortening process times and reducing material consumption. **The positive side effect: with R-M, Body shops not only save money, they help protect the environment, too.**

Standard process 60°C	Eco-Effectiveness process with IR drying
Standard primer	
+ Standard filler @ 60°C	AIR PURPOS-R (air-drying DTM) 
+ Standard basecoat	+ AGILIS (Wet-on-Wet) 
+ Standard clear coat @ 60°C	+ MULTI FINISH-R 

Energy consumption /  
Energy costs per cycle



~ 60% lower




#EcoEffectiveness.  
The sustainable  
solution to high  
energy costs.


Process time



~ 50% faster



Material consumption



~ 20% lower



Assumptions  
Average temperature outside: 11°C / Standard process: pure 60°C drying process in combi spray booth



R-M Automotive Refinish Paints  
BASF France SAS - Coatings Division  
F - 60676 Clermont-de-l'Oise Cedex  
Brand Management  
Tel (33) (0)3 44 77 79 62  
Fax (33) (0)3 44 77 78 86

[rmpaint.com](http://rmpaint.com)

PIONEER SERIES

Energy costs  
are going up.  
Let's put a stop  
to that.

Everyone wins with Eco-Effectiveness by R-M.

Save up to  
**60%**  
on your  
energy costs.





# #EcoEffectiveness. More sustainable. More profitable.

Eco-Effectiveness technologies are at the heart of our advanced range of R-M products and solutions. They offer your body shop enormous savings potential by countering rising energy costs in a sustainable way. With this reduction in energy usage, CO<sub>2</sub> emissions are reduced, too and fewer volatile chemicals are used in the process. This means eco-effective products aren't just great for business, they're great for the environment, too. By using R-M's Eco-Effectiveness technologies, your body shop will benefit from shorter process times and an improved carbon footprint, a combination that's unique in the market.

## Undercoats



### Direct-to-Metal

Applying primer filler directly and curing with IR means faster application times and lower material and energy consumption.

- Up to 25% lower material consumption
- Up to 95% lower energy consumption
- Up to 75% shorter process time by removing a whole application step

## Undercoats



### UV + IR

The cutting-edge drying performance of our undercoat portfolio - powered by UV and IR - allows you to significantly lower your energy consumption.

- Up to 85% lower energy consumption
- Up to 75% shorter process time

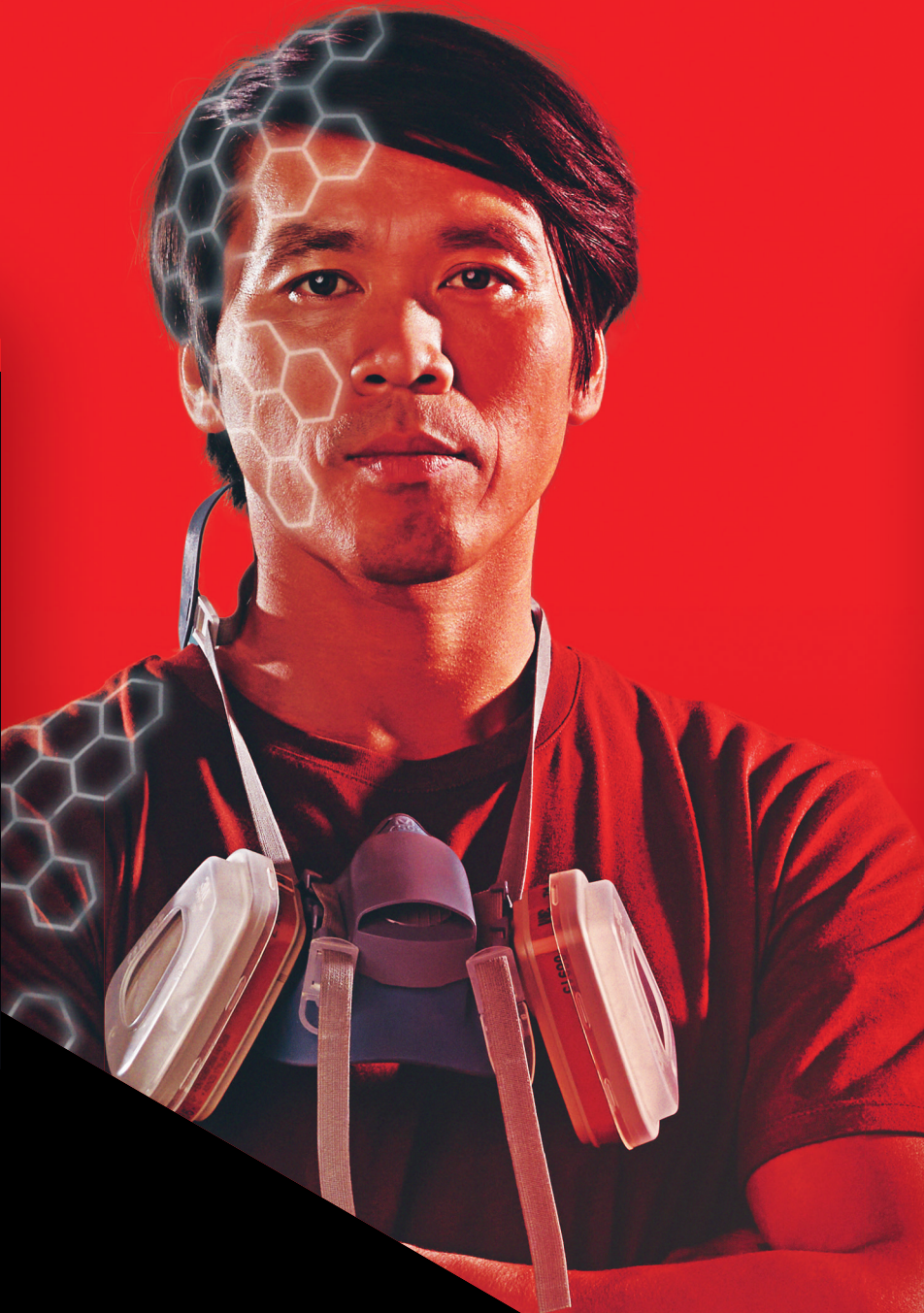
## Basecoats

### Wet-On-Wet application



Our new AGILIS can be applied wet-on-wet which significantly reduces the number of application steps and flash-off time.

- Up to 35% shorter process time compared to market standards
- Up to 20% lower material consumption compared to market standards
- Increased throughput and lower energy consumption due to shorter process times



## Clear coats

### Air-Drying technology



No need to heat the oven - drying at air temperature will allow you to reduce CO<sub>2</sub> and energy costs.

- Up to 30% lower total energy consumption
- Up to 20% lower material consumption

## Undercoats + Clear coats

### Additives



Additives reduce drying times, shorten the time-to-polish and can increase energy savings by turning a 60°C into a performant air-drying process.

- Speed additives shorten process times and increase overall throughput
- Air-drying additives minimize energy consumption and reduce CO<sub>2</sub>

## Clear coats



### UV technology

The new UV clearcoat completes our UV portfolio. UV curing offers the best ratio between energy consumption and process speed.

- Up to 80% lower energy consumption compared to IR curing
- Up to 40% faster process times

## Everyone wins with Eco-Effectiveness:



Lower energy costs per job



Reduced process time



Lower material consumption

Start saving  
on your  
energy costs  
today with  
eco-effective  
solutions  
from R-M.