

Choose the right colour shade

Efficient systems which perform with perfection.

- To achieve quality work, the painter must accurately identify the right colour.
- For virtually every popular colour, **Color Explorer** provides a range of industry recognised variants of the standard colours such as redder, or darker options. Every variant has a **Colormaster** card to ensure a perfect match.
- By identifying the model and the year while searching in **Color Explorer**, the most popular variant is presented, which is the direct result of tests by colourists working in the field. It is identified by that sign *.
- Using **Colortronic 2** automatically selects the best, most accurate match of course.

Personalised solutions

- The range of R-M colour systems enables every user to personalise the colour solution best suited to their needs.
- Formulae created for customers by our colour laboratories are available on **Color Explorer Online** in addition to popular variants. These can also be accurately identified by **Colortronic 2**, of course.
- Formulae created specifically by the painter can be recorded in **Color Explorer 2** or **Shop Master** and are easy to access for future searches. Naturally, the system will identify any formula that is associated with a **Colortronic 2** spectrophotometer measurement too.
- Adjusting an existing colour formula can be also achieved automatically using **Colortronic 2**, or manually by following the guidelines on the colour poster.



When the question is colour, R-M is the answer. R-M colour tools are the direct source of significant time savings when finding an accurate colour match. **R-M, the route to the right colour.**




R-M Automotive Refinish Paints
BASF Coatings S.A.S.
F - 60676 Clermont-de-l'Oise Cedex
Market Communication Department
Tel (33) (0)3 44 77 79 62 - Fax (33) (0)3 44 77 78 86
www.rmpaint.com

- Product Offer
- Colour Universe
- Programmes For Success
- Training Programmes

11/2013 / RM12-2000-1408



R-M, Expertise in colour

Perfection made simple 

Total control with R-M

Every stage of the repair process must be completed quickly and efficiently to ensure the bodyshop maintains optimum profitability.

For more than 90 years, R-M has been an innovator in the world of colour, so painters can achieve fast and accurate colour matches.

To reach these objectives, the painter must follow 2 essential steps:

1. Identify the colour
2. Choose the right variant

Therefore, delivering their customer a vehicle that is repaired perfectly.

R-M, the colour expert, offers the painter a range of methods to obtain the best result, using the most efficient tools:

- **Color Explorer Online**: colour search on the Internet, Smartphone or tablet
- **Color Explorer 2** or **Shop Master** on CD
- **Colormaster**: thousands of cards accurately depicting the colours and their variants
- **Colortronic 2**: the spectrophotometer

At rmpaint.com there's an interactive application for intuitive and efficient colour searches.



Identify the colour

Combining simplicity and speed, the R-M systems help you every day.

Identifying the colour occurs, at the earliest stage, in the repair process. How can the painter identify the colour reference on the vehicle?

- On **Color Explorer** or rmpaint.com, a specific application clearly illustrates the location of the colour code according to the vehicle make and model.
- The painter can also search for this reference using **Color Explorer** by entering the key factors. Then the colour is pictured, either on the screen, or by using **Colormaster** cards.
- In certain cases, there is no reference for the colour. The painter can then carry out an abstract search using **Colormaster**.
- They can also measure the colour using the spectrophotometer **Colortronic 2** and accurately identify the right colour.
- **Color Explorer** will also enable painters to accurately identify the colours of parts and accessories according to the vehicle in question or by means of the link to the main body colour.



"**Colormaster** is the first and best colour tool, which guarantees an accurate colour match, first time, every time. That's because the cards are painted using actual R-M refinishing paint, ensuring a perfect match and significantly increasing productivity over those bodyshops using conventional colour search techniques."
John Smith Bodyshop (United Kingdom)



"I have been an R-M customer for a few months now and I must say the R-M colour tool, **Colormaster** is a revelation. Thanks to this valuable tool, productivity in our paintshop has improved. To be able to find the correct formula quickly is a real advantage, not only optimising production but also guaranteeing colour precision for my painters. Even in extreme cases, such as cars that have been completely repainted in a different colour to the original, we can accurately identify the correct colour or variant with **Colormaster** thanks to the cards being in chromatic order. By selecting a set of cards, it is easy to select the one which best corresponds to that particular colour."

Nuova Carrozzeria Comolli (Italy)



"We have used **Color Explorer Online** for a long time, it's a very well designed tool which saves us time. Now, with the introduction of the practical and effective smartphone app, we can have all the information we need immediately to hand and remote from the computer so we can complete a «live» colour search. It's quick simple and intuitive. R-M continues to advance with the development of new technologies that meet the demands of our modern industry."

Jérôme Flachy, Flachy Peugeot, Mormant (France)

"Thanks to R-M's colour expertise, together with its close working relationships with the vehicle manufacturers, we can develop and offer our customers new colours. Thanks to the R-M colour tools I am able to guarantee my customers a perfect colour match, which is very important !"

Carrosserie VB (Belgium)

