



Image Brochure

Perfection made simple





R-M, a BASF brand and preferred partner of leading vehicle manufacturers, worldwide.

BASF continues to drive the R-M philosophy by working closely with the world's leading vehicle manufacturers: the key to success is its close ties with the industry and the strong partnership spirit which enables BASF to provide innovative solutions in OEM finishes, as well as automotive refinish, with R-M by offering efficient, state-of-the-art and environmentally friendly coatings technology.



Alfa Romeo - Audi - BMW - Chevrolet - Chrysler - Citroën - Dacia - Fiat - Ford
Honda - Hyundai - Kia - Lancia - Mazda - Mercedes Benz - Mini - Mitsubishi
Nissan - Opel - Peugeot - Porsche - Renault - Seat - Škoda - Smart
Toyota - Vauxhall - Volkswagen...

R-M is the premium paint brand in the automotive refinish industry

Providing effective solutions has always been a vital part of the R-M philosophy. The highest quality standards, dynamism and dedication to its customer's business performance, this is what R-M is all about.

Perfection made simple.





The R-M philosophy

R-M continues to develop innovative, environmentally and user-friendly paint systems that provide the flexibility bodyshops need to increase throughput and profitability – by reducing material consumption and process times.

What makes R-M different? It is the passion that is plainly evident in the women and men that make up the R-M team. R-M proposes a tailor-made offer for bodyshops with a main objective to ensure the long-term profitability and success of their business. Achieving perfection can be simple with R-M.



Brand History

1960's - R-M provides one of the first space missions with "heat-resistant black lacquer".



1919 - Detroit. The company founders, Herbert Mason and Fred Rinshed join forces to form the **Rinshed-Mason Company**, which soon became the largest paint supplier to the growing automotive industry.

1926 - Cadillac, the world-famous prestige car manufacturer and first choice of US presidents, orders the first batch of material.



1900

1910

1920

1930

1940

1950

1960



1931 - R-M launches the first metallic finish for cars.

1948 - R-M revolutionizes the market by introducing the first mixing base system.



1963 - R-M Automotive Refinish establishes its research, development and manufacturing facility in Europe, near Paris.



2000 - "Programmes For Success", R-M's innovative service package specially developed for managers is launched to help bodyshops increase their productivity and sales.

1981 - The **DIAMONT** basecoat line is launched in Clermont.



2003 - **CARIZZMA** is launched in the USA and as the first VOC-compliant product for customized finishes in Europe in 2008.



2009 - **Colortronic 2**, the second generation of R-M's colour measuring device is launched to help bodyshops identify the matching colour and select the right formula faster.



1970

1980

1990

2000

2010



1970 - R-M produces the first waterborne OEM paints.



1986 - R-M becomes part of the BASF Group.



1990 - Creation of the Refinish Competence Centre in Clermont.



1995 - **Colormaster**, the world's leading colour identification tool is launched and revolutionizes colour matching.



1995 - R-M launches two paint systems: the waterborne basecoat line **Onyx HD** and the high-solids system **UNo HD**.

Brand Offer

■ Product Offer

R-M offers a complete range of outstanding, innovative, environmentally friendly and easy to use products, enabling bodyshops to improve profitability.

■ Colour Universe

With its colour offer, R-M ensures bodyshops can find the right colour, quickly and accurately, helping the painter to achieve an invisible repair, guaranteeing the bodyshop the efficiency it demands.





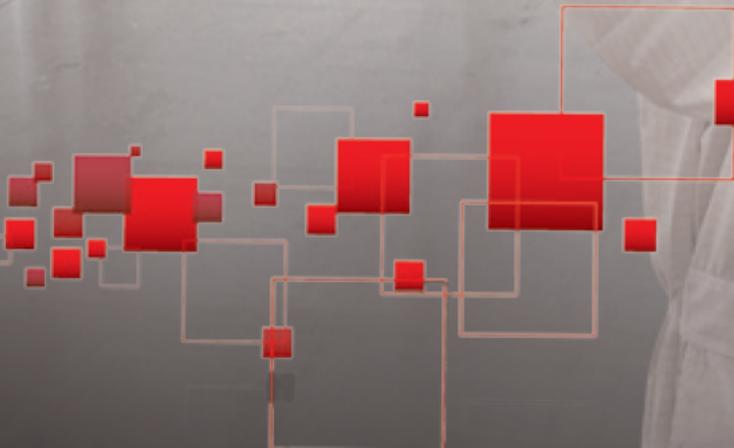
■ Programmes For Success

R-M provides solutions for better monitoring, developing and managing the bodyshop's business through its "Programmes For Success", to help ensure a profitable future for the bodyshop.

■ Training Programmes

R-M proposes a wide variety of practical and effective training courses given by experts, enabling the bodyshop's staff to benefit from the latest technology and optimising the bodyshop's performance.





Product Offer

Perfection made simple



R-M

R-M pioneered the development of waterborne finishing technology for the automotive industry: even in the 1970's R-M supplied vehicle manufacturers in the United States with advanced technology waterborne finishes.

This unrivalled knowledge and experience has played a vital role in the development of R-M's compliant refinish systems, **ONYX HD** for metallic, pearl and xirallic basecoats, while **UNO HD** is R-M's compliant system for direct gloss finishes.

What's more, **ONYX HD** has the added advantage of its unique **CRYSTAL BASES**, and **SPECIAL CRYSTAL BASES**, the perfect solution to the growing number of special effect colours, which work like standard mixing bases yet the 125 ml dispensing bottles reduce stock to the lowest level.

For those bodyshops that may still use solvent borne materials, R-M's **DIAMONT** remains the preferred basecoat system.

R-M has built an extraordinary reputation for developing commercially successful automotive refinish paint systems which remain at the cutting edge of the industry.



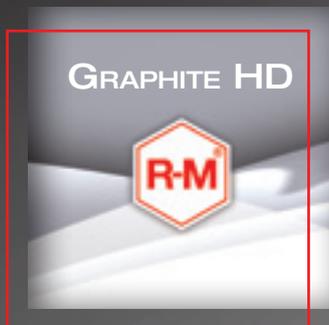
Another example is the **CARIZZMA** by R-M concept, enabling the bodyshop to create unique colours and designs on virtually any surface - a perfectly simple response to the increasing demand for vehicle personalisation and customising, employing the latest in R-M paint technology.



innovative

■ Clearly superior

As a pioneer in the development of basecoat and clear technology, naturally R-M has been at the forefront in the development of clearcoats and this is reflected in a range of new generation high performance clears, including high density, fast drying, scratch resistant, matt and satin matt options.



Prime time !

Every professional refinisher knows that preparation is the key to a great paint job and that's why R-M has always offered a comprehensive range of primers for every application.

The R-M undercoat range includes every conceivable option from etch primers and waterborne primers to exceptionally fast drying wet-on-wet primers, special anti-corrosion primers and flexible primers for every type of plastic substrate.

R-M's compliant product range incorporates unique technology, designed to provide today's high throughput bodyshops with the fastest, most profitable, compliant automotive refinish paint systems available.

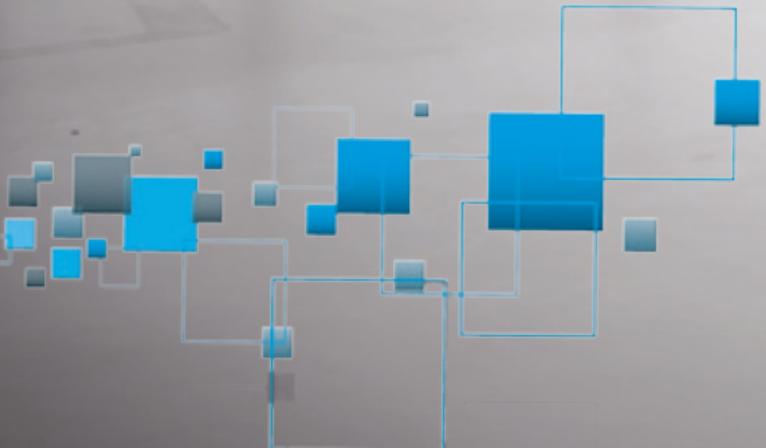
**Simply perfect use
of the latest technology.**



GRAPHITE HD for the CV market

Finally, for the commercial vehicle market, R-M offers **GRAPHITE HD**, its high performance, compliant paint system that includes top coats, epoxy, polyurethane and wash etch primers. Several additives like DECO A for rapid multicoloured liveries or **GRAPHITE HD CHASSISMIX** for painting bare steel chassis, in whatever colour required, make the system very flexible.





Colour Universe

Perfection made simple





For rapid and accurate colour matching, there is R-M's **Colortronic** portable spectrophotometer, which utilises advanced three reading angle technology, and is the only system of its kind to provide an accurate colour card reference for optimum accuracy.



R-M

The R-M database contains all the colours in existence since 1913. That's some 180 000 different colours, with a thousand new ones being added each year.

This unique colour expertise is supported by a worldwide organization.

Rapid, accurate colour matching has been vital to the efficiency and performance of every bodyshop, since R-M pioneered the use of the mixing scheme back in 1948.

This was followed by the development of what was considered the world's fastest, most accurate colour tool - **Colormaster**.

Colormaster was the first colour matching system to do away with printed colour swatches and replaced them with colour cards for every single colour and variant reproduced using the actual refinish material. R-M's **Colormaster** leads the world for accuracy and efficiency.

For commercial vehicle paintshops, the **GRAPHITE HD Color Guide** is the quick way to match the right colour.



■ Alternatively, it's easy to log on to the refinish industry's first ever web site www.rmpaint.com and search for a colour through its database driven global colour library, giving bodyshops, throughout the world access to more than 1 700 000 mixing formulas 24 hours a day, 365 days a year.





Color Data, **Color Explorer 2** and **Shop Master** are the fast and easy way to manage paint formulae and mixing ratios through the program's intuitive graphic interface that enables paintshop technicians to match colours quickly and accurately. Furthermore it also provides fast access to mixing ratios for primers, topcoats and clears, while providing the basics like label printing. In addition to colour information they contain Technical Data Sheets and MSDS's.

Color Explorer 2 enables paintshop staff to search, identify and mix any of over 180,000 colours via a direct link to the electronic scale, ensuring total control of paint usage. It provides spectrophotometer management and accurate cost control, essential for a profitable paintshop.

For bodyshops, particularly high throughput ones that need additional functionalities to **Color Data** and **Color Explorer 2** e.g. different reports, stock control and job management, **Shop Master** is the ultimate solution. A powerful computer program that is the result of years of practical, "real world" development.

Shop Master can interface with bodyshop management software, providing bodyshop managers a All-in-One Solution to help optimizing efficiency within the bodyshop for various management levels.

R-M has the best range of colours on the market, in terms of both quantity and information provided as well as unrivalled customer service.





Partnership Specialist

R-M

R-M's Programmes For Success is a suite of modules, which enables the R-M bodyshop to improve and maintain efficiency and profitability.

These modules have been developed so that any bodyshop, regardless of size, can work together with the R-M consultancy team to improve refinish paint processes, to develop the business and to better manage the bodyshop.

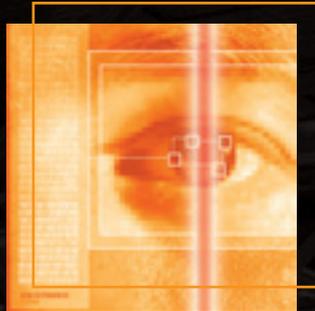


Improve

■ Improve the business !

TopScan

The industry leading programme that can provide a clear analysis of three key areas of the bodyshop, in just a day.



Check up

This is a thorough health check for the bodyshop, providing a comprehensive analysis of the business performance.



Develop

■ Develop the business !

Actively promote the development of existing and future business through value-added services.

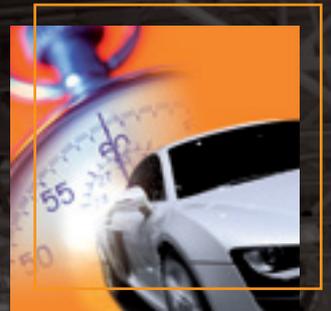
Design

Making the best use of space and equipment in the bodyshop, maximising the skill levels of the team and planning the improvements required to reach a set production target.



Express

Express is R-M's comprehensive minor damage repair programme, which maximises bodyshop utilisation by combining powerful marketing with a lightning fast repair process.



Warranty

R-M's Warranty programme actively raises the bodyshop's profile for quality, attracting new customers, increasing satisfaction and maximising customer retention.



Manage

■ Manage the business smarter !

Knowledge is power.
That's why R-M has called upon the industry's leading experts to pass on the benefits of their knowledge and experience to help the management of the business to ensure optimum efficiency and profitability.

The management seminars have been designed as training modules for business owners, managers and bodyshop supervisors:

Module 1

To improve operational performance,

Module 2

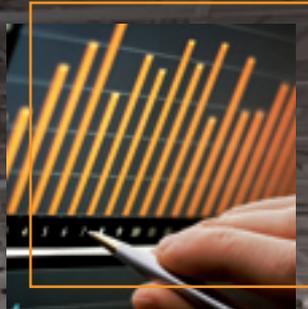
To manage the Key Performance Indicators,

Module 3

To learn about marketing,

Module 4

To improve accurate estimates.



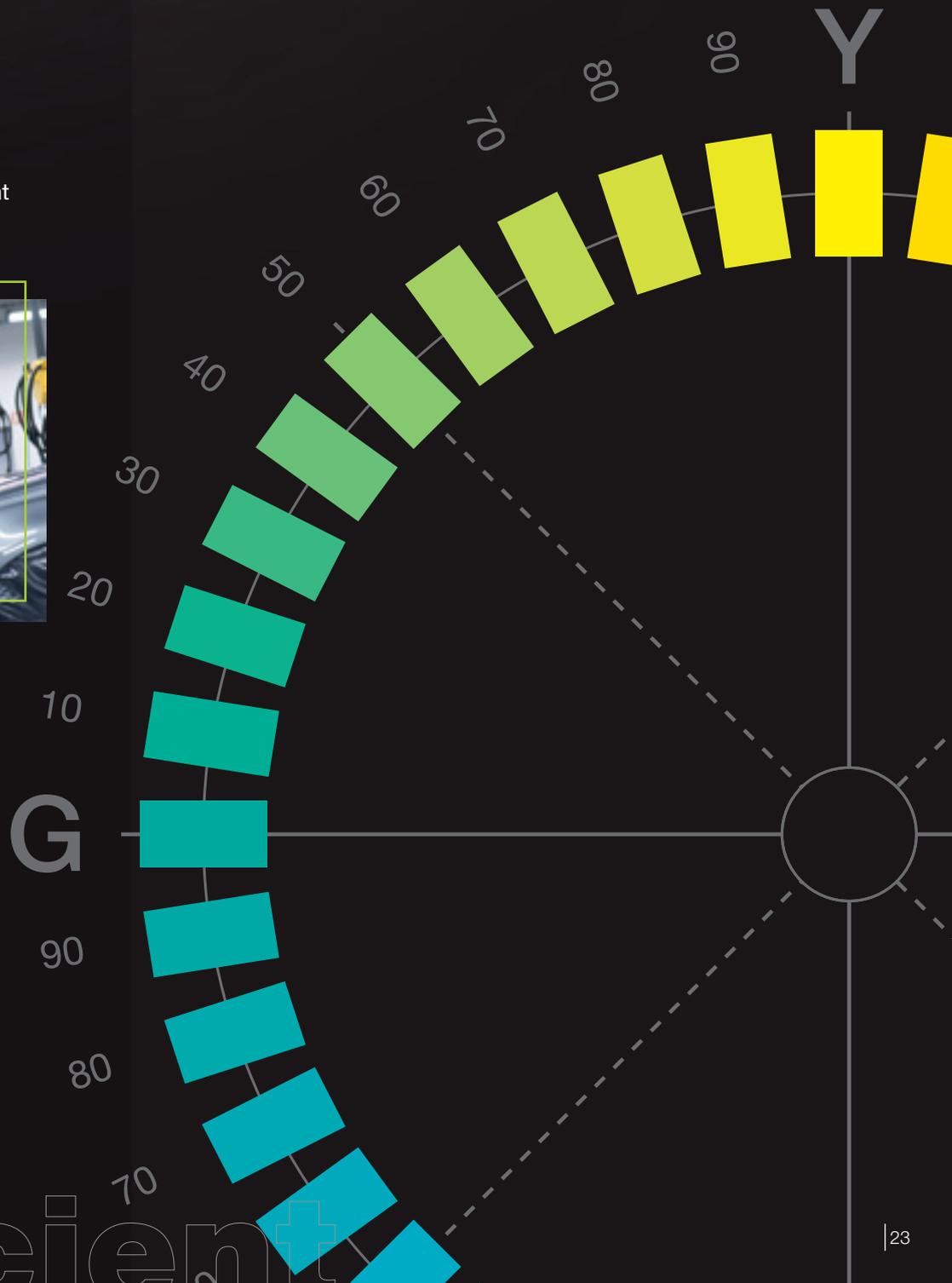
R-M "Programmes For Success"
provides everything the bodyshop manager needs
to secure a profitable and sustainable future.



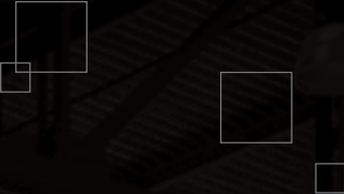
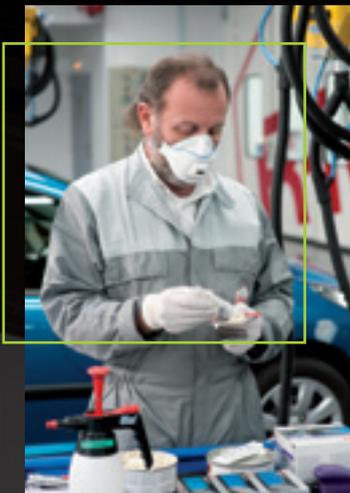
R-M

The R-M philosophy is strongly focused on ensuring that customers become increasingly profitable.

The offer, born from the close collaboration between R-M's technical experts and professional trainers, is implemented on a global scale and combines state-of-the-art teaching methods with practical exercises which are efficient and fun !



efficient





- In an age when time is money, the investment of sending a painter for training has to have a payback. This is why R-M's innovative and efficient methods enable R-M to say with conviction that our customers are earning from learning.

R-M has, therefore, developed a concept based upon the latest techniques in adult learning, which avoids using long, formal presentations.

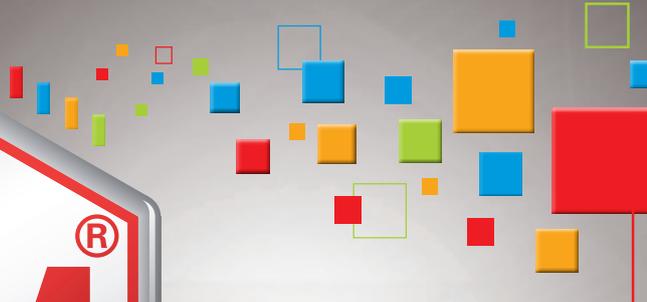
R-M prefers that painters discover concepts for themselves, in group exercises or individual activities. This helps them to secure ideas and methods, which they can then use in their bodyshops to reduce material consumption and above all, to optimize the application process in the most efficient way possible.

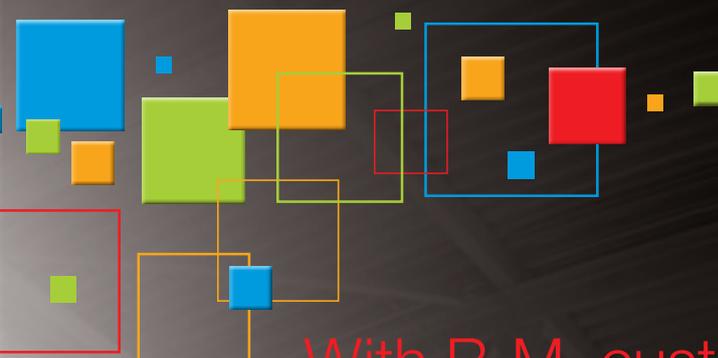
The training offer includes a complete portfolio of seminars, which deal with application techniques, best practices and also an in-depth 3-level colour course.

Project STAMPP (from the words STImulate and revAMP the Paint Profession) is a vital component within the R-M Refinish Competence Centre's training philosophy and has been developed to support the global automotive industry.



Investing in young painter training demonstrates R-M's commitment to the next generation.





With R-M, customers have complete confidence in its quality...

R-M is a distinctive brand, renowned for excellence. It demonstrates the customer's individuality and their dedication to running efficient, productive and profitable bodyshops.

For nearly a century, every professional working for R-M has been committed to the development of innovative technology which benefits its customers. Exceptional quality distinguishes every product bearing the R-M hexagon and the ease of application and outstanding finish quality is a reflection of this premium brand.

R-M's experience and reputation for innovation goes so much further than premium automotive refinish paints, going right to the heart of the industry with an extensive customer support programme. R-M's comprehensive range of products includes world leading colour tools, Programmes For Success and innovative training. They are all part of the DNA of the premium brand that is R-M. **Perfection made simple.**



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Product
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Colour
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Programmes
For Success



Training
Programmes