

Press Release

R-M Automotive Refinish Paints
October 2021

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A brand of BASF – We create chemistry

R-M[®] launches Refinity[™], a digital platform designed to boost body shop performance and profitability

- **State-of-the-art digital business solutions, optimized into one platform, using one password and offering one seamless experience**
- **Always up-to-date software apps**
- **Accessible on any device connected to the Internet**

R-M has announced the launch of Refinity[™], a secure, cloud-based, digital solution platform for its refinish body shop customers all over the world. Refinity offers R-M customers a unique and seamless digital experience that is designed to drive body shop performance and profitability. Industry-specific apps in business, color, and training are designed to support and improve productivity in the overall body shop process.

Body shops currently have to use a number of different software solutions on various systems in their daily operations, which leads to an inefficient use of time and resources. Refinity is designed to boost efficiency by offering users a single location for all their digital tools with an easy and secure way to access them from any device that is connected to the Internet. Software updates and maintenance are performed automatically, ensuring that body shops are always using the latest version.

"With Refinity, we offer R-M customers an industry-leading cloud platform which prepares their business for the future. Refinity incorporates all the essential business solutions they need into a one-stop shop offering, with a simple user interface that has been designed for the body shop environment. Employing cloud computing technology, Refinity is managed, maintained and updated centrally, giving users one platform that requires one setup and one password to access it," said Fabien Boschetti, Director, Global Marketing, BASF Automotive Refinish Coatings Solutions.

Refinity's Color Apps offer body shops the simplest color retrieval on the market with accurate digital color matching used together with R-M's state-of-art Colortronic 12/6. The touchscreen-enabled tool is designed for intuitive and seamless navigation in the mix room. Finding the right color in the world's largest automotive color database has never been simpler and more precise with the app's dynamic search feature. Painters will find that Refinity's industry-leading color guidance will result in better decision-making. With its realistic models and panel volume estimations, users will be able to weigh just enough for each repair.

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The full-featured Business Apps including inventory and repair order management offer body shop managers the reports they need to keep on top of their KPIs for sound business decisions. Managers can quickly view and filter repair orders by a variety of parameters to check quality, volume and profitability. With Refinity's intuitive reporting, all summary data is available in real-time, making analysis quick and easy to access. The platform's automatic order generation feature optimizes inventory levels, ensuring that body shops are always prepared for the next repair that comes through the door.

Refinity's Training Apps offer both a Learning Library and a Learning University so that body shop professionals and managers can brush up on their skills and learn new ones anytime and anywhere, at a pace that works best for them. A wide variety of instructional programs, professional training videos and interactive eLearning courses are available to offer everything from troubleshooting to comprehensive, in-depth product and process information. eLearning courses and certification is achievable through the exclusive Refinity Learning University.

"We have experienced Refinity and it's really seamless and easy to use. We like the simple color retrieval tools for finding colors fast, helping us to speed up the overall paint process for all our jobs. Paired with AGILIS^(R), R-M's digital spectrophotometers including the Colortronic 12/6, R-M has provided a perfect solution towards process efficiency and profitability," said Luis Cordeiro, Manager, Cordeiro Carrosserie body shop in France.

"We are fully committed to giving our R-M customers' body shops the tools they need to succeed in the digital age. The trend towards digitalization creates opportunities for us to develop intuitive solutions that make painters' and body shop managers' work lives easier and increase their productivity. With Refinity, we take a giant leap forward in the collision repair industry by offering an advanced, seamless digital experience that will benefit our customers by helping them boost their body shop's performance," said Boschetti.

R-M launches Refinity globally from October 2021 and it will be available in selective countries in the coming months.

You can watch the livestream on:

www.facebook.com/rmpaint

www.youtube.com/rmpaint

www.linkedin.com/showcase/r-m-paint-global/

#RmRefinity #ThePowerOfOne #Refinity #RefinishCloud #basf #rmpaint

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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 regards 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.

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