

## PRESS RELEASE

R-M Automotive Refinish – October 2014

### MIXING BASE W FROM R-M, INCREASED HIDING POWER FOR UNRIVALLED EFFICIENCY GAINS

**MIXING BASE W is a new mixing base concept developed by R-M, which uses a new formulation concept with a higher pigment content to deliver extraordinary covering power and even greater efficiency when applying an ONYX HD topcoat. This simple and effective solution saves the bodyshop time and significantly reduces material consumption.**

This range of intense color concentrates developed by R-M, are available in three new blues and two new greens, together with three powerful reds. Thanks to an entirely new formula, pigment content has been increased so substantially that the resulting coat delivers considerable improvements in coverage, making MIXING BASE W the ideal complement to the waterborne paints in the ONYX HD automotive refinish paint system.

It is extremely easy for R-M bodyshops to integrate MIXING BASE W into the regular processes used when working with ONYX HD. Separate mixing formulae for the color concentrates in MIXING BASE W guarantee precise color matching, and are available alongside the existing ONYX HD formulae.

Thanks to the high pigment content, the application process delivers optimized coverage at the basecoat stage, and the overall application performance is further improved. Individual coats can be applied in thinner layers and that leads to faster flash-off times and outstanding efficiency gains. Furthermore, the surface quality and tape resistance will be immediately evident to the painter together with improved durability and security, particularly when tacking or nibbing between coats.

As a result, material consumption can be reduced by up to 40 per cent and process times by up to 50 per cent. So for any workshop aiming for cost-efficiency in its work processes, the concentrates in MIXING BASE W are a genuine asset, delivering significant time and financial savings.



Perfection made simple



## R-M Automotive Refinish Paints: an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world and with regard 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.

### For all further information, please contact:

R-M Automotive Paints - Clermont de l'Oise (France)

Contact: Gesine Arend-Heidbrinck

Phone + 33 (0)3 44 77 73 70

E-mail: [gesine.arend-heidbrinck@basf.com](mailto:gesine.arend-heidbrinck@basf.com)



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