

Press Release

R-M Automotive Refinish Paints
April 2019

Perfection
made simple



A brand of BASF – We create chemistry

R-M[®] celebrates its 100-year anniversary with representative of Volvo in Morocco.

In 2019, R-M premium paint brand of BASF, is celebrating one hundred years in business and will mark this milestone by presenting its success story through a range of activities. In Morocco, the R-M brand celebrates the anniversary in collaboration with Sweden's Volvo Car Corporation.

Under the motto “Being successful means being innovative”, R-M is celebrating its 100-year anniversary with its customers and is reaffirming its commitment to work closely with Volvo, while offering R-M's ONYX HD waterborne paint system, as well as, tailor-made training programs and services to its body shops. Therefore, a comprehensive R-M training program has been rolled out for Volvo Car Corporation. The training highlights the implementation of waterborne paint technology and includes all levels of operators, from apprentices to experts, as well as seminars to improve the profitability, organization and management of a body shop. The R-M product portfolio includes specialized equipment for painters to maintain optimal efficiency and repair quality. “R-M has been serving the automotive refinish industry since 1919. Customer satisfaction is very important to us,” confirms Erwan Baudimant, BASF Head of Sales France - Northern & Western Africa - Automotive Refinish Coatings Solutions.

In Morocco, R-M is a preferred partner of Volvo and a market leader in waterborne refinish paints. R-M products are designed to meet the demand for eco-efficiency and to assist body shops in increasing profitability and productivity. In order for Volvo Car Morocco to meet the regulations for Volatile Organic Compounds (VOCs), solvent-borne paint was replaced by R-M ONYX HD, a premium waterborne paint system, making a strong commitment to sustainable development. “It has been many years that Volvo Car Morocco is using waterborne paint in all the painting shops in Morocco. We appreciate R-M performance thanks to its quality and improved productivity”, confirms El Mehdi Boughalem, After-Sales Director of Volvo Car Morocco.

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R-M unveils new possibilities with the enhanced solutions from its ONYX HD automotive refinish paint system.

R-M's ONYX HD waterborne paint system perfectly matches the automotive refinish industry's expectations for high product quality and service standards. The mixing base uses a new formulation with a higher pigment content to deliver extraordinary covering power and even greater efficiency when applying an ONYX HD topcoat. "It is extremely easy for body shops to integrate this mixing base into their regular processes when working with ONYX HD. This simple and effective solution saves the body shops time and significantly reduces material consumption", says Jawad Khizrane, BASF Sales Manager Automotive Coatings NWA.

A short film showcases the successful partnership with Volvo:

https://youtu.be/39KJmD_HOsM

R-M Automotive Refinish: an important part of BASF's Coatings division

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 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.

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