

PRESS INFORMATION

R-M Automotive Refinish – October 2013



R-M BEST PAINTER CONTEST 2013

DIRECTFILLER GREY, BLACK AND WHITE

R-M®'S LAUNCHES ITS REVOLUTIONARY MULTI-PURPOSE GREYSHADE PRIMER FILLER PROGRAMME

R-M® DIRECTFILLER BLACK and WHITE are versatile and efficient multi-purpose primer fillers that complement DIRECTFILLER GREY to provide a comprehensive greyscale primer filler programme. The DIRECTFILLER greyscales offer real flexibility of application in the bodyshop, combining all the advantages of an anti-corrosion primer with a primer filler and a high build primer filler.

“Bodyshops can achieve a significant reduction in process times and material consumption by taking an entire stage out of the painting process”, declares Anna Lennartson from the R-M Product Management when presenting the new DIRECTFILLER Greyscale primers to the media at the Best Painter Competition in the R-M Refinish Competence Center at Clermont. “The new R-M DIRECTFILLER is the perfect innovative solution for the growing demand by the automotive industry for high speed processes. Additionally, the wet-on-wet process is a real asset, corresponding with the demands of the market.”

Marc Daniel from the R-M Customer Service team points out: “By incorporating the latest innovative primer filler technology, bodyshops can eliminate the need for a primer, by applying just the DIRECTFILLER to all popular automotive industry substrates including bare steel, galvanised steel and aluminium.”

A brand of

BASF
The Chemical Company

Perfection made simple



With the introduction of DIRECTFILLER BLACK and WHITE, alongside the already available DIRECTFILLER GREY, bodyshops can mix the products and achieve a comprehensive range of greyscale shades, which maximises the covering power and accurate colour reproduction of topcoats, to ensure a fast, accurate and invisible repair. It's Perfection made simple!

In addition, DIRECTFILLER combines the corrosion protection of epoxy technology with the ease of application of 2K primer fillers. While its excellent sanding behaviour, either wet or dry, puts DIRECTFILLER firmly in the premium product category and ideally suited to premium quality repairs.

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)

R-M Brand Communications

Contact : Gesine Arend-Heidbrinck

Phone + 33 (0)3 44 77 73 70

E-mail : gesine.arend-heidbrinck@basf.com



www.rmpaint.com



www.youtube.com/rmpaint



www.facebook.com/rmpaint