

## PRESS INFORMATION

R-M Automotive Refinish – January 2014

### X-Ray: Top-level certification for R-M® National Head Trainers

Rolled out across the world, the X-Ray certification process, dedicated to *National Head Trainers* (NHT) is a key element in the programme to guarantee quality in the R-M training package. Ronny Raeymaekers, manager of the Refinish Competence Center (RCC) in Clermont puts the spotlight on X-Ray.

Each year, at the *R-M Academy*, the R-M training team welcomes almost 600 trainees in Clermont's new, totally refurbished RCC. R-M attaches the utmost importance to the quality of training delivered to its delegates - which largely rests with the expertise of the trainers. Four *Global Trainers* based in Clermont provide the training of the *National Head Trainers* (NHT), the national training managers, who in turn, will train the technicians in each country that are responsible for bringing their expertise to their customers.

"We attach particular importance to the training of the NHTs in R-M's technical expertise, in countries all over the world", explains Ronny Raeymaekers. "Twice a year, we get them together over a period of a week in Clermont, to present new products, new processes and new trends. In addition, we have set up a very strict certification process, in order to ensure that their expertise remains at the highest level, expected of a Premium brand."

#### Technique, teaching, colours... a very demanding certification process

This certification, named "X-Ray", comprises nine tests, brought together over three modules:

- a technical module based on the implementation of products and processes;
- an educational module based on the quality of demonstrations and academic learning;

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- a colours module concerning the knowledge of colours, new colour processes and trends.

"Every year, around a thousand new colours appear on the market. New trends appear, like three stage colours and our technicians must not only know how to identify colours and apply them, but also know about new trends and the new processes required to refinish them."

## Premium expertise, for a Premium brand

"R-M is committed to provide its customers, all over the world, with technical support at the highest level, in line with the Premium positioning of the brand. With this aim, our NHTs must bring genuine added value to the customer: on the one hand, by having a perfect technical knowledge of the implementation of products; on the other hand, by having their fingers on the pulse with the latest innovation as regards products, processes and trends; finally, by having an academic approach to quality. To apply R-M Refinish materials is one thing, to explain, that's another! It is not enough to be a good technician; you must still know how to pass on your knowledge. For that, you must be capable of going to see your customer, know how to ask them relevant questions, explain to them in an academic way, and ensure that they have understood well. Naturally, all of our NHTs must, of course, speak English fluently."

## Already 11 NHTs certified

In order to meet the standards required of this demanding role, the recruitment of new NHTs is not always that easy, particularly in certain developing countries. "We set the bar very high. New NHTs sit a preliminary test, to accurately identify their knowledge and skill level, as well as their training needs; we then develop a bespoke training plan that they follow accordingly, either in Clermont or in their particular country. To deliver the certification, we demand a success rate of 95% on average over all of the tests. A good, experienced technician can be certified in three or four weeks; but, for a beginner, that can demand up to two or three years of training."

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Already, 11 NHTs out of around 35 have been certified. Out of these 35 remaining NHTs, more than half are already on the path to perfection, and are close to achieving the certification; this, it must be said, is not acquired *ad vitam aeternam*: every three years, the NHT's sit a new test, which ensures that they are still at the top level.

"The X-Ray certification process, like all the investments in Clermont's new RCC, is clearly appreciated by R-M customers on a global basis. By investing massively in the quality of training, R-M commits, on their part, to helping its customers to improve their expertise, to ensure customer satisfaction, as well; as optimising the productivity and profitability of their company", concludes Ronny Raeymaekers.

## 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:

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