

PRESS INFORMATION

R-M Automotive Refinish

June 2015

R-M® launches the GREYSHADE IDENTIFER

R-M Automotive Refinish, BASF's premium paint brand, has taken greyscale identification to the next level: The innovative Greyscale Identifier is an easy to use tool for the refinish painter to identify the perfect greyscale as primer filler.

Based on photo filter technology it is a helpful addition to the R-M SHADE'ART concept. It promotes optimum efficiency, saving time and materials in the bodyshop by taking the guesswork out of identifying the ideal greyscale primer filler and maximising the performance of the basecoat.

René Wältermann from Technical Customer Service for R-M described the Greyscale Identifier saying: "The concept is simple: three rectangular cards show the eight greyscales from white to black under three different filters; red, green and blue". Wältermann went on to say: "The painter holds the Greyscale Identifier over the color and by viewing the greyscales in comparison to the original color through the filter he can immediately identify the greyscale that most closely matches the color to be applied. These filters work for the vast majority of colors, with just a few exceptions like three stage colors which require a specific grey shade."

Once the painter has identified the perfect greyscale, it's simply a case of using the black, white or grey primer fillers such as R-M PROFILLER, DIRECTFILLER or PERFECTFILLER to mix the perfect greyscale required to ensure optimum performance of the basecoat, reducing basecoat material consumption by up to 40% and reducing process times by as much as 45%.



Perfection made simple



The Greyscale Identifier is also available for commercial vehicles where R-M GRAPHITE HD undercoats can be mixed to the perfect greyscale using CV PRIMER TINTING PASTE maximising the performance of the GRAPHITE HD topcoats and resulting in significant savings.

R-M Greyscale Identifier is an example of the innovative solutions that R-M has developed in its long history to maximise the productivity and profitability of bodyshops, while reducing material usage and simplifying processes.

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

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.

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