

PRESS INFORMATION

R-M Automotive Refinish

September 2016

International Final of the R-M® Best Painter Contest:

“Be innovative – think sustainable” - Training the Next Generation

“Be innovative – think sustainable” is the motto of the International Final of the R-M Best Painter Contest which takes place from September 27 to 29th, 2016 in Clermont de l’Oise, France. 15 Finalists selected as best automotive refinish painters from Europe, Japan, South Africa and Canada compete for the title of the International R-M Best Painter 2016. In its 12th edition, R-M®, premium automotive refinish paint brand of BASF, once again sets new standards in the industry: R-M focuses with its business partners like EMM, 3M, SATA, DEVILBISS, RUPES on the responsibility that goes beyond repairs: to train and appeal to young talented technicians with the innovative power of the automotive refinish industry to increase the awareness on each one’s ability to have a positive impact on a sustainable future.

In the International Final of the R-M Best Painter Contest in Clermont de l’Oise, R-M demonstrates how automotive refinish painters can already work much more efficiently and sustainably today and also how bodyshops can meet the market's current demands for boosting their productivity and eco-efficiency. The 15 best talented young painters, selected from national and regional finals, with two female painters from South Africa and Germany, will compete in different tasks and interact over the course of the three-day program with country representatives, industry experts and the media worldwide.

The competition and participants

During the three days competition program, seven different tasks from Preparation, Blending, Color retrieval, Color reading, Masking, Health & Safety to Paint related product knowledge have to be accomplished. The young finalists from France, Germany, Italy, Japan, Netherlands, Norway, Poland, Portugal, Slovenia, South-Africa, Spain, Switzerland, Russia, Ukraine and Canada will use R-M’s ONYX HD waterborne technology as well as having the premium product and paint related portfolio at their disposal.

1



Perfection made simple



While achieving perfect results with the correct product process and application in time is important, the competence also focuses on safety and profitability in terms of the paint related, energy and material consumption.

For the first time, the jury composed of the R-M global trainers and Academy team will measure the outcome of each tasks and impact for its sustainable solution.

Innovative solutions for a sustainable future

The automotive business future is digital, process-oriented and so the solutions and trainings to be adapted to local needs. R-M takes up its social responsibility with its business partners to prepare the market with the latest innovations and applications.

- **On its way to digitalization,** R-M develops a platform to offer online troubleshooting solutions and thereby to respond more flexible to local demands within a daily bodyshop business. As introduction towards digital learning and for a better preparation, the contestants get access to first online training contents.
- **Innovative and sustainable.** The product innovations from R-M improve the eco-efficiency in the automotive refinish industry. An example is the presentation of the UV LIGHT FILLER GREY and the new clearcoat range.
- **Business partners like EMM, 3M, SATA, DEVILBISS and RUPES** will present the latest product innovations on their own market place in the R-M Refinish Competence Center as well as regular business partners like Festool, Mettler-Toledo, Horn&Bauer, sia Abrasives, all contributing to the competition.
- **R-M brand and Color competence:** How is R-M prepared to repair all colors in the refinish market, including the latest OEM color trends? The international color information management is key to ensure the improvement and development of physical and digital Color tools and software like the Colortronic 2. The R-M brand has since long developed its color competence online. 20 years ago R-M was the first brand in the automotive industry to launch its own website – 1996, to make available for its customers all color formulae online 24/7!



Press Release

Think beyond - Learn from others

R-M puts the focus on the responsibility to train on innovative and sustainable solutions and will also demonstrate BASF's engagement in a sustainable future with a selection of materials contributing to automotive industry customers worldwide.

R-M's testimonials, Yvonne Hofbauer, the new face of R-M's UV LIGHT FILLER GREY campaign in Europe as well as the winner of the 2013 R-M Best Painter Contest edition, Ole Kristian Fureid from Norway, will be present and show how the next generation can achieve success in a career by thinking innovative and sustainable.

With its **Colors & Design by R-M** initiative R-M encourages technicians to think beyond automotive refinish painting close to the car manufacturers. An additional creative color task is set and will be evaluated on the last day of the competition. In-line with the topic the participants are asked to present a color concept for E-cars.

Follow us on the R-M web channels and social media to be informed about recent results.

END

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.

R-M Automotive Paints - Clermont de l'Oise (France)
Contact: Gesine Arend-Heidbrinck Phone + 33 (0)3 44 77 73 70
E-Mail: gesinearend-heidbrinck@basf.com

www.rmpaint.com

www.facebook.com/rmpaint

www.bestpainter.rmpaint.com

3

Perfection made simple

