

PRESS INFORMATION

R-M Automotive Refinish

November 2016

R-M® NEW WEBSITE

NOW AVAILABLE IN 15 LANGUAGES

In 1996, R-M was the first automotive refinish paint brand in the industry to launch its own website www.rmpaint.com and put all its color formulae online, 24/7. Today, R-M dedicates much more space to product and service information through color and design, with slick animation leading to 15 country pages, improving the experience for customers from all over the world and more digital solutions scheduled for launch in the future.

R-M continues to digitize all its product and technical information, while improving its website : rmpaint.com – focusing on brand value and customer benefits. “ALL IN ONE” is the philosophy behind the new site, which is designed to ensure all the information customers, OEM partners, journalists and potential new customers need, is available all in one link, through www.rmpaint.com. The website features a responsive design for mobile devices, tablets and screens with a focus on intuitive and easy navigation. This initiative fits perfectly with R-M’s slogan “Perfection made simple” as visitors find their way through the world of R-M with clear architecture and fast, easy access to the R-M product and service offer.

The new design is contemporary and perfectly in line with R-M’s brand image and identity. The high end graphics with dynamic imagery, convey detailed information with style and expertise, synonymous with R-M.

The big change is in the welcome page, which has become a real invitation to discover R-M’s world. In the top line of the site, the visitor can find all the corporate and technical information pertinent to the brand, while the color coordinated banner directly links to the four major pillars. The R-M brand values are clearly visible at the home page and links to each section are quick, clear and efficient.



Perfection made simple



Uniting the R-M brand image and improving consistency of information means R-M will focus on increased content through the social media channels during 2017.



R-M: Perfection made simple

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.

For all further information, please contact:

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