

PRESS RELEASE

R-M AUTOMOTIVE REFINISH

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R-M®'s innovative FLEX-REPAIR concept:

THE PROFITABLE WAY TO REPAIR COSMETIC DAMAGE

Everything in one place: R-M's innovative FLEX-REPAIR concept allows you to repair cosmetic damage more flexibly – and thus even more profitably. At the FLEX-REPAIR workplace, a single employee can perform all the steps of a repair. The FLEX-REPAIR concept is part of R-M's Programs For Success service offer. R-M's experts support and accompany the bodyshop, starting with the analysis and continuing with planning and ultimately, with the actual implementation.

Perfect results in a matter of four steps

The number of cosmetic repair jobs that bodyshops have to perform is constantly increasing. Working profitably under these conditions is a real challenge. The solution is FLEX-REPAIR, which allows everything to be done in one place. The concept offers important advantages. The vehicle must no longer be moved around during the process, since entire steps are eliminated, such as oven drying. A single employee can therefore achieve perfect results in a matter of four steps. This not only saves valuable time; the work can also be performed much more easily and stress-free.

Planning the way to success

Here's how it works: An R-M consultant works with you at your bodyshop to determine whether you perform enough cosmetic damage repairs to make the installation of a FLEX-REPAIR workplace worthwhile. The consultant then determines what purchases you need to make for the investment. The various items that have been analyzed are presented in an overall assessment. The consultant then creates an implementation plan.



Perfection made simple



The R-M experts accompany every step. The consultant and your bodyshop work together to select the equipment you require and the consultant contributes his or her experience to the process. The equipment is then installed. The bodyshop staff also receives specialized training both at the FLEX-REPAIR workplace and on commercial aspects. The project is not yet completed at this point, however, since R-M also monitors the implementation in the long term and reviews its success.

R-M: Perfection made simple

R-M brand offers innovative concepts like FLEX-REPAIR as part of its Programs For Success to ensure that their customers can achieve long-term success and work profitably in a market that is changing more rapidly all the time.

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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