

Press Release

R-M Automotive Refinish Paints
February 2019

Perfection
made simple



A brand of BASF – We create chemistry

R-M[®] celebrates its century-long success story. “Being successful means being innovative”

In 2019, R-M, premium paint brand of BASF, is celebrating its hundred years in business and presenting its success story through a range of activities. The centenary year kicked off at the North American International Auto Show (NAIAS) in Detroit. R-M has shown in an animated video the most important milestones through which the brand has shaped and further developed the automotive refinish industry since 1919 – all thanks to the pioneering spirit of its founders. In this centenary year, the R-M brand celebrates with its customers throughout the world its greatest success stories and share these online.

Pioneering spirit and innovative strength

Throughout the years since the two friends Fred Rinshed and Herbert Mason established the R-M firm in 1919 in Detroit – at the very heart of the automotive industry – this premium brand has been shaping the automotive refinish industry thanks to major innovations and its own pioneering spirit. R-M is now a BASF brand, yet part of its philosophy has always been to make the economic success of its customers the focus of its efforts. By using products, services and processes that are continuously improved and made even more user-friendly, vehicle painters throughout the world are making the best choice to ensure their long-term productivity and success in the future.

R-M invites its customers to look back at the milestones of the company’s history. The motto is: “Being successful means remaining innovative”. This is because, thanks to its innovations, the brand has always made a significant contribution to the development of the automotive sector.

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Historically: digital color expertise at R-M

R-M revolutionised the market in 1948 when it introduced the base colour system. The Tintometer became a groundbreaking tool in this context. It allowed painters to mix the desired color shade themselves in their own workshop in minutes. All manufacturers of automotive refinishes still abide by this principle to this day. Digitisation has been playing an important role for many years now. As a result, benefiting the customers is crucial. So, in 1996, R-M was the first brand in the industry to launch its own website, enabling customers to access mixing formulas for color shades – 24 hours a day, seven days a week. Many technical enhancements are now possible on the basis of this color database that has been managed for decades by R-M. Hence the Colortronic 12/6 color measuring device was introduced, which simplifies the process of precise color matching.

A foundation was laid in terms of customer focus when R-M Services was launched in 2000. As well as product quality, what also matters to R-M is providing the best possible advice to paint workshops. Modules such as TopScan or the ShopMaster software can help businesses analyse their profitability and put them on the path to long-term success.

The specific milestones from 100 years of R-M can be seen online at: [Youtube.com/rmpaint100years Video](https://www.youtube.com/rmpaint100years)

Events in R-M's centenary year “Being successful means being innovative”

The centenary year kicked off in Detroit, the birthplace of R-M, with a video about the brand's history that has been shown on the BASF stand at the North American International Auto Show (NAIAS). In Clermont-de-l'Oise (France), where R-M built its first European plant 50 years ago, an exhibition is showing how R-M's products and color expertise have developed. Historical exhibits relating to the brand's history are on show in the presentation room at the international R-M Refinish Competence Center. In addition, digital development in paint training and the promotion of young talent with the R-M Best Painter Contest will be examined. Worldwide, the R-M brand would like to share its experiences with its customers – and its success stories. Since the 70s, R-M has also been established in Asia, where its innovative strength has been demonstrated in Japan.

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R-M is celebrating 2019 on its website and on social media by organising customer events, digital campaigns and activities. All the news and stories from our customers are shared throughout the year at www.rmpaint.com and on the new Instagram RmpaintOfficial page under the hashtag **#rmpaint100yo**.

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R-M Automotive Refinish: an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid 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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