

PRESS INFORMATION

R-M Automotive Refinish

September 2016

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

GOING ONLINE FOR THE LATEST KNOW-HOW

R-M® is establishing an online platform offering solutions for all aspects of the refinishing process

At R-M's training centers all over the world, numerous training courses for spray painters are offered. Through theory and practice, the participants in the two- to three-day courses experience intensive learning. Nearly 10,000 R-M customers a year complete the courses, updating their knowledge and skills, and taking along new input and suggestions for their everyday work at their bodyshops. Despite these high numbers, a great many of R-M's customers have not yet been reached.

Now, the R-M brand plans to expand its service portfolio with an additional offer that can reach a far greater number of users. This will offer even more customers the opportunity to deepen their knowledge and hone their skills or get answers to specific questions in their everyday work routine. The key is digitalization. An R-M project group is creating an online platform and expects to complete it by 2017. On the platform, a wide range of media will be provided that convey process know-how for the customers and offer them solutions. The product range provides for all kinds of learning methods and includes e-booklets with background knowledge, working materials on e-learning, as well as a video clip library presenting practical solutions.

The content is precisely tailored to the market's current requirements. "The automotive refinishing market has changed," said Marie Jahn, head of the project at R-M. "Many bodyshops are becoming more professional and today are working in a much more process-oriented and specialized manner than before. In addition, every market has its own specific requirements that we want to address." The project is

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Perfection made simple



geared toward this trend, aiming to further optimize R-M's services and respond more flexibly to the specific needs. For this reason, R-M's training platform will focus on detailed questions and modular content in order to enable customers to find exactly the knowledge they are looking for.

The online platform will initially be set up for users based in Europe. Later, it will be globally accessible. The finalists of the Best Painter Contest in Clermont were already treated to a practical preview of the platform in September 2016. For the finalists, e-learning modules and video clips on the topic of "Efficient Application" were created that they could use to prepare for the contest. As Marie Jahn said, with a look toward the future, "Once the R-M project has been completed, we will offer this kind of media and digital presentation of content for all of the automotive refinishing process steps. With the newly created online platform, we will also offer our customers even more comprehensive support than we do today and it will be available 24/7."

R-M has identified the needs of a market and has established its digitalization project to respond to these needs.

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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