We create chemistry

Coatings

News Release

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BASF Coatings sets new standard in end-to-end digital color solutions for body shops with Refinity®

- **New ImagePLUS color feature offers highest-precision and high-speed color identification process**
- **Next generation ScanR spectrophotometer offers fastest and most accurate color match**
- **Seamless integration with 100% automated mixing for highest efficiency**

In its cloud-based platform Refinity, BASF Coatings consolidates a comprehensive suite of digital business solutions for the automotive refinish industry, ensuring body shops worldwide can embrace sustainable digitalization with confidence. With the latest launch of a new color innovation and additional features, automotive refinish customers get access to the most advanced digital color experience, as well as business and training solutions seamlessly.

Refinity leverages next-generation color scanning technology with its latest spectrophotometer ScanR. The device is the fastest and most accurate color matching solution for flawless results, ensuring precision and reliability in color measurement. ScanR takes five precise measurements in just 30 seconds and includes automatic Vehicle Identification Number (VIN) and license plate recognition, minimizing errors and saving time. It also features scratch detection and grants access to the industry's largest color database for precise color identification and perfect matching.

The newly designed ImagePLUS feature is also fully compatible with previous-generation spectrophotometers, providing body shops with maximum flexibility. It

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helps body shop managers and painters to speed up the color identification process with an increased intuitive high-quality visualization and accuracy. With on-screen visualized color retrieval, complex data interpretation is eliminated, while real-time comparisons reduce spray-outs and boost efficiency. Enhanced by spectral curve analysis and precise detection of effect particles and coarseness, it refines results even further, ensuring the perfect color match with minimal material waste.

"Thanks to our expertise in color technology and sustainability, and developments with our OEM partners and customers, Refinity is set to enhance body shop performance in all areas. We are now able to offer a state-of-the-art cloud solution providing customers worldwide with a seamless digital color experience," says Chris Titmarsh, Senior Vice President Automotive Refinish Coatings at BASF.

Driven by science and color expertise, BASF Coatings empowers manufacturers and designers to address consumer preferences with precision. Connected with the fully automated mixing machine Alfa CR4/6, the digital color process delivers unparalleled speed and precision, capable of completing up to six mixes simultaneously. This efficiency not only optimizes the workflow of the body shop, but also minimizes waste, reinforcing BASF’s commitment to helping its customers reach their individual sustainability goals.

About BASF Coatings

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2024, the Coatings division achieved global sales of about €4.3 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about BASF Coatings and its products, visit www.basf-coatings.com.

About BASF

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers’ green transformation. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in

the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.