

# News Release

January 22, 2018

## **New tools from BASF to make automotive refinish painting process more efficient**

- **RODIM® range of paint-related products helps body shops streamline processes and optimize results**
- **Fully compatible with Glasurit® and R-M® premium refinish paints**

Shanghai, China, January 22, 2018 – BASF introduces RODIM®, a new brand of paint-related products, that support body shops in China to enhance their workflow and optimize the results for automotive refinishing. The comprehensive, user-friendly product portfolio offers protective wear and consumables needed for masking, sanding, mixing and painting in the refinish repair process. RODIM is fully compatible with BASF's two premium refinishing brands, Glasurit® and R-M®.

“Leading collision repair centers strive to deliver quality repairs quickly, and at minimal cost. RODIM is geared to the professional needs of our customers, based on our extensive knowledge and experience in the automotive refinish business. It completes our line of product offerings and enables us to better serve our customers in Asia Pacific,” said Chris Titmarsh, Vice President, Automotive Refinish Coatings Solutions Asia Pacific, BASF.

The RODIM portfolio helps streamline the processes by matching each step with highly compatible quality tools and consumables. It saves body shop professionals' time and hassle in checking and comparing various options of support tools in the market. “Customers can be well-assured that RODIM products are the best match for Glasurit and R-M paint processes,” added Titmarsh.

“We are very excited to bring RODIM to China, the largest refinish coatings market in Asia Pacific and the largest premium automotive refinish market that we serve,” said Sébastien Garnier, Director, Business Management Automotive Refinish Coatings Greater China, BASF (China) Co., Ltd., “Staying close to our customers is key to success. We are committed to supporting our customers to further optimize performance and profitability.” BASF will introduce RODIM during the China national sales conference starting in the East region at the end of this month.

The specialized line features high-performance products, such as masking film, interior protection, paint strainers, mixing cups and nitrile gloves. More products for preparation, cleaning and finishing will be subsequently added to the selection.

#### **About BASF’s Coatings division**

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, as well as decorative paints. 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 2016, the Coatings division achieved global sales of about €3.2 billion.

In 2016, BASF acquired Chemetall, a leading global supplier of applied surface treatments for metal, plastic and glass substrates in a wide range of industries and end markets. With this expansion in portfolio, BASF becomes a more complete solution provider for coatings.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit [www.basf-coatings.com](http://www.basf-coatings.com).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).