

Integration of R-M sales in Norway

BASF Coatings takes over R-M sales activities of Billakksenteret AS

Münster. BASF Coatings Services AB is taking over major parts of Billakksenteret AS in Lierstranda, Norway. Billakksenteret AS sales activities with regard to automotive refinish paints and non-paint products will be integrated into BASF Coatings Services AB, Sweden.

The two companies have not provided information on the purchase price.

Billakksenteret AS had already sold R-M paint products and services of BASF Coatings S.A.S., Clermont (France) from its site in Lierstranda. In the future, business relations with the R-M brand end customers will be managed and developed by BASF Coatings Services AB, through its subsidiary in Asker, Norway, and with the help of the two employees of Billakksenteret AS who were taken over.

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BASF: A major international player in coatings

BASF Coatings AG belongs to the global Coatings Division of the BASF Group. In 2005 the Coatings Division achieved world sales of about 2.2 billion euros. The Coatings Division develops, produces and markets a high-quality range of innovative automotive OEM coatings, automotive refinishes and industrial coatings as well as decorative paints, and also the processes needed to apply them. In this business, eco-efficient water-based, powder and high-solids coatings as well as radiation-curable systems play a special part. In Brazil, the company has been successful in the decorative paints market for years and holds the leading position. BASF has a major, global presence in the Coatings sector, with significant market positions in Europe, North America, South America and the Asia/Pacific region, for example with affiliates in Australia, China, India, Japan, and the Philippines. The internet address of BASF Coatings is www.basf-coatings.de

BASF – The Chemical Company

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