



HELPING MAKE PRODUCTS BETTER™

BASF

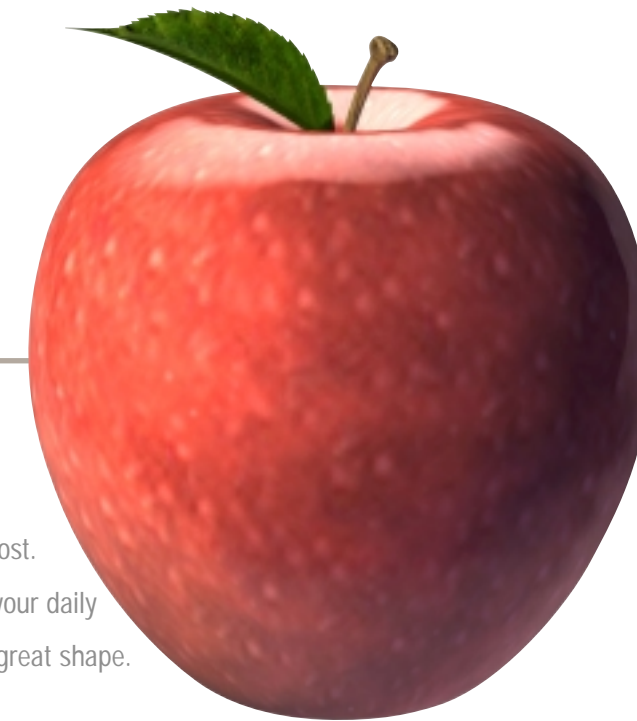
R-M®: Products that *make a difference* in your profitability.



The R-M® refinish system from BASF has earned a reputation across North America for providing exceptional value, by combining first-class quality and final appearance with ease of use and consistent results at a sensible price.

With a comprehensive catalog of products within the R-M Diamont® basecoat/clearcoat and UNO HD™ single-stage systems, the R-M brand provides every product you need. These R-M products deliver proven quality built upon the worldwide expertise and R&D capabilities of BASF, a global leader in OEM and refinish automotive coatings technology.

There are more expensive paints, and cheaper ones; but the R-M brand has always been designed to be at just the ideal spot in between... allowing R-M to provide the quality, versatility and value that you need to produce your best work at the optimal levels of productivity and profitability.



R-M: The simple way to keep your profits healthy.

R-M is all about good, solid value. It helps make sure that your shop is running on a balanced diet of exceptional quality and reasonable cost. Just like “an apple a day keeps the doctor away,” choosing R-M for your daily operations helps keep your customer satisfaction and bottom line in great shape.

R-M value beyond *superior* products.

The R-M refinish products described in this booklet are only part of how R-M and BASF can help you to survive, thrive, and grow in our rapidly changing industry. In addition, being an R-M and BASF partner gives you access to a wide range of beneficial value-added products, systems, and services, including:



- Training and Certification programs
- The R-M Lifetime North American Refinish Warranty
- Industry-leading BASF Color Management Systems
- Internet-based product procurement
- The VisionPLUS® OnLine business analysis toolset

Ask your R-M jobber or BASF representative for more information and literature about these unique services.

The R-M Diamont[®] Basecoat/Clearcoat System



R-M Diamont technology was developed and formulated in the industry-leading laboratories of BASF, and has built a longstanding record of success throughout North America. Because BASF is the premier supplier of OEM topcoats worldwide, R-M Diamont meets or exceeds factory finish standards.

R-M Diamont is a complete coatings system of chemically coordinated products, from undercoats to basecoat color to clearcoats; it has earned widespread popularity for its superior appearance, ease of use, durability, color matching, productivity, and shop profitability characteristics.

Versatile Basecoats

R-M Diamont offers collision repair facilities the most complete color coverage of any basecoat/clearcoat refinish system on the market. The compact Diamont mixing system has the formula for virtually every OEM basecoat color ever produced.

R-M Diamont basecoat has earned its reputation with its complete array of characteristics that benefit the user:

- Quick drying
- Complete color coverage
- Superior depth
- Ease of application
- Precise color matches
- Outstanding metal control
- "Universal Reducers" - same reducers used throughout the entire system
- Integration with unique BASF COLOR-MAX[®] 2 color tool, which slashes color match time



Portfolio of Clearcoats

The comprehensive portfolio of R-M Diamont clearcoats has been designed to provide you with just the right clear for every application. Whatever your top priorities and needs are, the R-M Diamont system provides the clear you're looking for.



DC5100 CTR Clear

DC5100 CTR ("Cycle Time Reduction") Clear is the fastest overall R-M clear, drying in just 10 minutes at only 120°F. Designed for low-bake to normal-bake applications, high-solids DC5100 delivers a gloss and appearance superior to what would be expected from super-fast "production clears."



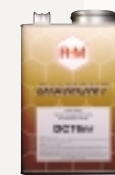
DC5300 CTR Clear

Extremely high in solids, DC5300 CTR Clear is R-M's super-fast "glamor" clear, designed for normal-bake to high-bake applications. It dries in just 10 minutes at 180°F or 20 minutes at 140°F.



DC5800 Low VOC CTR Clear

With its 2002 introduction, DC5800 becomes the first Low VOC product in the R-M CTR line. DC5800 is formulated to meet even the most stringent basecoat/clearcoat system VOC regulations (when used with R-M Diamont basecoat). Formulated for use on areas from spot repairs to half a vehicle, DC5800 is dust-free in just 20 minutes and buffable in less than two hours air dry. Times can be significantly decreased with baking.



DC76nr Turbo Clear

This two-component, acrylic urethane clearcoat is used for spot and panel repairs over Diamont basecoat. DC76nr dries very quickly to a glossy, chemically-resistant finish. Due to its fast drying properties, DC76nr is perfect for fast panel repairs.



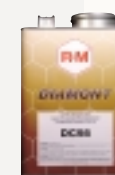
DC92 Clear

DC92 is a high-solids clear for use over R-M Diamont basecoat and tricoat colors. This quick-setting acrylic urethane clear applies in two coats and produces a superb gloss. A versatile product, DC92 has proven to meet the needs of a wide variety of shops.



DC95 3.5 VOC Clear

DC95 is a high-solids, three-component, high-build acrylic urethane clearcoat. When DC95 is applied over R-M Diamont basecoat, the finish meets a 4.5 VOC multi-stage regulation. DC95 provides a high-glamor, ultra-glossy, tough, chemically-resistant finish in one or two coats.



DC98 2.0 VOC Clear

DC98 is a two-component acrylic urethane clear for use over R-M Diamont basecoat colors. Applied at 2.0 mils over R-M Diamont basecoat, DC98 meets a 3.5 VOC multi-stage regulation. DC98 provides a very glossy, durable, and chemically-resistant finish.



Undercoats for a solid foundation

R-M Diamont undercoats and support materials bond with coordinated chemistry to ensure a long-lasting repair that matches the quality, appearance, and durability of the original factory finish. Only by using the complete R-M Diamont system – from undercoats to basecoat color to clearcoat – can you be assured of a top-quality, long-lasting repair.



EP Series Epoxy Primers (EP589 Green Gray, EP689 White, EP789 Black, EP889 Red, EP359 Low VOC Light Gray)

EP Series Epoxy Primers offer the ultimate in corrosion protection. EP589, 789, and 889 contain chromates, while EP689 and EP359 do not. EP Series primers can be used as adhesion promoters under DP20, DP21, DP200, or NP80 primers, and provide exceptional adhesion to bare steel, aluminum, and galvanized metals.

- Use as adhesion promoter, wet-on-wet sealer, or primer-surfacer
- Easy to spray
- Replaces OEM E-coat
- Maximum adhesion to metallic substrates
- EP589, EP689, and EP889 can be mixed together to create color variations (Do not mix EP359 with any of the other EP Primers)



DE15 Epoxy Primer-Surfacer DE40 Black Epoxy Primer-Surfacer

These two-component, chromate-free epoxy primer-surfacers and adhesion promoters apply easily and improve adhesion to aluminum, steel, galvanized metal, and cured paint finishes. DE15 and DE40 also increase corrosion resistance and can be used under body fillers.

- Use under body fillers
- Maximizes adhesion
- Applies easily
- Increases corrosion resistance



DE17 Etching Primer DE18 Chromated Primer

DE17 and DE18 are two-part universal primers for use as precoat primers under DP20, DP21, DP200, and NP80. Both offer excellent adhesion and corrosion protection when used as precoat primers over steel and aluminum. DE17 is chromate-free; DE18 contains chromates.

- Excellent adhesion
- Increases corrosion protection
- Applies easily



DP25 Urethane Primer (Light Gray) DP26 Urethane Primer (Medium Gray) DP27 Urethane Primer (Dark Gray)

A 2002 addition to the R-M product system, the DP25/DP26/DP27 series of R-M primers reduces cycle times, because no adhesion promoter is needed before spraying on aluminum, steel, galvanized metal, or most plastic substrates. These are urethane primers with high build, excellent holdout, and easy-sanding properties, and they can also be used as sealers. Chemically compatible, they can be mixed together in any ratio to produce a variety of gray shades; this allows you to reduce the number of color coats needed with poor-hiding basecoat colors.

- High build
- Excellent hold-out
- Sands easily (wet or dry)
- Mix to achieve variety of grays
- No adhesion promoter needed on most substrates



DP20 Diamond Prime

This two-component urethane primer-surfacer fills rapidly and forms a firm surface that resists shrinkage and creates a sound foundation for Diamont basecoats. DP20 dries quickly in ambient air or in a baking oven.

- Fast filling
- Resists shrinkage
- Quick drying
- Applies easily
- Sands easily (wet or dry)



NP80 Non-Isocyanate Primer

NP80 is a true two-component primer that cures to a hard, extremely durable coating. NP80 is an excellent choice for environments that require isocyanate/urethane performance but cannot use isocyanates.

- Two-component, non-isocyanate
- Use as primer-surfacer or wet-on-wet sealer
- Fast drying, non-shrinking
- Sands easily (wet or dry)



DP21 Color-It Primer

DP21 Color-It Primer is a tintable primer that can be used as a sealer or as a primer-surfacer. You can choose to mix DP21 with either R-M Diamont or R-M UNO HD® tinting base to achieve a primer matched to the car color.

- Makes topcoat coverage easier
- Improves productivity
- Simplifies color matching
- Excellent hold-out
- Reduces hazardous waste
- Use on flexible parts



DP200 Solventborne Primer

DP200 is a 2.1 VOC solventborne primer that provides extremely fast filling and sanding. It's a very high-solids urethane primer that dries quickly to a hard, chemically-resistant finish. DP200 can be used under all R-M Diamont and R-M UNO HD topcoats.

- High-solids, low-VOC solventborne
- Primer-surfacer or wet-on-wet sealer
- High build
- Fast drying



Support materials add versatility and value.



DS30 Diamond Transparent Sealer

DS30 is a two-component urethane sealer used to minimize or eliminate sand scratch show-through and to seal feathered edges.

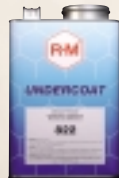
- Transparent overspray
- Applies easily
- Dries quickly
- No sanding required



865 Plastic Adhesion Promoter

864 Plastic Adhesion Promoter

865 and 864 Plastic Adhesion Promoters provide excellent adhesion to many types of plastic substrates, meeting stringent extreme-temperature and high-pressure OEM requirements. 865 and 864 are supplied ready to spray, with no hardeners or reducers required.



822 Clear Adhesion Promoter

822 is a one-component, non-sanding clear adhesion promoter. It is formulated to promote the adhesion of R-M Diamond basecoat/clearcoat to factory-applied cured OEM finishes. 822 is not to be used over solvent-sensitive finishes (such as acrylic lacquer).



7

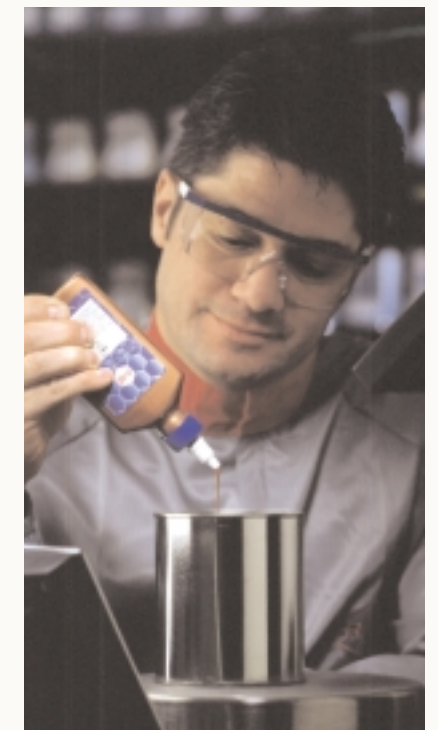


Integrated Color Management

A key component of the R-M system is an integrated color management system that reduces your cycle times by cutting your color matching time, combined with an accuracy level that helps eliminate re-dos and comebacks. The system features the web-enabled SmartTrak[®] 2 computer color management system, as well as COLOR-MAX[®] 2, the industry-leading BASF chip deck cabinet system that cuts color matching time to less than 10 minutes. With over 7,500 chips (sprayed with actual refinish paint), COLOR-MAX2 provides an instant visual match and reference to the formula that will precisely match the color on the car.

R-M Crystal Bases™

Special-effect Crystal Bases add another dimension of value to the R-M system. They provide an effective, efficient way to provide maximum OEM color coverage without overfilling your mixing machine. Each R-M Crystal Base is a special-effect pigment dispersed in a unique resin, which is compatible with all modern R-M topcoat technologies. There is no need to put R-M Crystal Bases on a mixing shelf or shaker, as they are stable without mixing. Just pick up a bottle, give it a quick shake by hand, and dose it in to your R-M Diamond or UNO HD color. Unlike competitors' wetted micas that require you to disperse the pigment yourself for a proper match, R-M Crystal Bases are pre-dispersed and checked for color and strength, just like every other R-M toner base.



8



R-M AERO-MAX®

R-M AERO-MAX aerosol has everything you need for quick jobs: clear, primers, blacks, and pre-cleaner. You can shoot a quick spot of primer over a bare metal cut-through, give yourself a quick guide coat on uneven putty, add clear gloss to a door jamb, or make a black trim piece look like new. You have no mixing, no gun cleaning, and no wasted material. And R-M AERO-MAX aerosol provides a unique spray pattern and high volume output that delivers just like a spray gun.



R-M UNO HD acrylic urethane single-stage represents another R-M technology that improves your productivity and reduces costs while building your profitability and enhancing your long-term success. By complementing the R-M Diamont basecoat/clearcoat system with a comprehensive, world-class single-stage system that includes the full spectrum of solid colors and metallics, R-M UNO HD helps fulfill the R-M commitment to providing a complete, versatile product lineup that adds value to every area of your operation.

The R-M UNO HD™ Single-Stage System

Superior results with easy VOC compliance.

An extremely high density single-stage system, R-M UNO HD combines a new level of hiding power with built-in VOC compliance. R-M UNO HD allows you to put single-stage jobs through your facility more quickly and easily, with customer-satisfying gloss, color match, and appearance. For today and into the future, R-M UNO HD technology provides the single-stage solutions you need.

100% hiding with fewer coats and less material.

Due to its high density of pigment, R-M UNO HD hides better and faster than typical single-stage paints. On most colors, you will achieve complete hiding with just two coats; many colors will actually hide with just 1 1/2 (one light coat, one full). Only very poor hiding colors (such as some oranges, yellows or reds) may require a third coat. Other systems often require four or even more coats to achieve proper hiding on these types of colors.

Enhanced hiding power means you use less material with R-M UNO HD. Less material used means lower applied cost. Fewer-coat coverage means you also save on time and labor costs.

The superior 2-coat hiding of R-M UNO HD gives you these profitability benefits:

- Reduced material cost (less material required)
- Reduced painter labor time (less painting time required)
- Reduced cycle times (facility able to complete more jobs per day)

Clearly, these benefits of faster hiding technology all contribute to the R-M UNO HD profitability advantage.



Fast, easy, cost-effective VOC compliance.

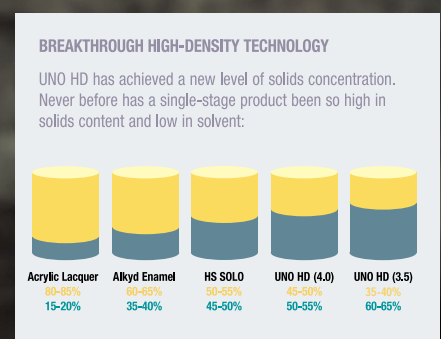
R-M UNO HD is a 4.0 lbs/gal system "off the shelf." It can also be mixed quickly and easily at 3.5 lbs/gal for collision repair facility compliance if needed, and even as low as 2.8 lbs/gal VOC for some fleet applications.

In fact, the goal behind the design of R-M UNO HD was to create a single-stage system that would be easier to use when the R-M customer has to meet lower national, regional, or local VOC requirements. While its 4.0 lbs/gal VOC level reduces VOC emissions by 30% compared to previous technologies, R-M UNO HD offers further VOC reduction without expensive reactive reducers or costly, time-consuming procedures. You simply incorporate a high-solids R-M mixing clear into the color formula, and use an R-M high-solids hardener to achieve either 3.5 or 2.8 lbs/gal VOC as needed. The 3.5 formula even uses the same reduction and 4:1:1 mixing ratio as the standard R-M UNO HD 4.0 formula.

In addition, R-M UNO HD was designed for superior performance when used with HVLP equipment (which is being increasingly employed to cut VOC emissions by reducing overspray and to lower costs by reducing material consumption). As you would expect, R-M UNO HD provides equally exceptional results when used with traditional spray equipment.

With UNO HD, R-M provides you with a single-stage product that is capable of meeting every current and projected standard for refinish emissions in the world – and meeting them quickly and easily without the expense of additional tinting bases. That's a positive step not only for our environment – but for our R-M customers' long-term success and growth.

R-M UNO Technology gives you more advantages.



R-M UNO HD is the most technologically advanced single-stage system available today. A highly concentrated paint, UNO HD contains a far greater density of pigments and solids than traditional single-stage materials. In essence, you're paying less per pound of solids than was ever before possible. This translates to using less material on each single-stage job, cutting your paint costs.

Its state-of-the-art pigment and resin technology enables R-M UNO HD to reach new levels in gloss, color, durability, and consumer satisfaction. And R-M UNO HD is an easy-to-use, self-contained system.

By reducing your costs and making VOC compliance easier, R-M UNO HD provides the single-stage component of the R-M versatility and value equation.