

BASF launches new digital color-matching tool for bodyshops: baslac® e-finder star



- A new level of color-matching efficiency with highly accurate five-angle color-reading technology
- Shorter and higher-quality repair processes thanks to faster, easier and more accurate color matching
- Small, ergonomic and easy to operate with one hand on every surface

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Muenster, Germany, July 14, 2020 -- BASF has introduced the new handheld color retrieval instrument baslac® e-finder star. Designed specifically for bodyshops, the device is aimed at easier color matching, faster repair times and higher profitability.

In today's competitive car repair and service market, bodyshops are under pressure to keep stepping up the number of jobs processed per day, yet without major investment to increase their resources. In addition, color accuracy can mean the difference between profit and loss, as re-dos burn revenue.

Up to now, bodyshops have typically had to accept a tradeoff: quick and easy handling with compromised color accuracy or a high level of accuracy with slow and inconvenient handling. This is why BASF developed the baslac® e-finder star to fit seamlessly into bodyshop workflows and support fast, easy and accurate color matching.

"Our focus is on helping users achieve greater color competency while speeding up the repair process. How easy can we make it to find precisely the right color in the shortest-possible time?" said Fabien Boschetti, Director, Global Marketing, BASF Automotive Refinish Coatings Solutions. The device works seamlessly with baslac® Formula Finder, baslac®'s global color database, allowing users to find the right color formula in a second.

Engineered to be fast, easy and accurate

The digital tool enables automatic calibration on black for significantly faster calibration than existing systems provide. Automatic calibration after each job also means the user can be sure of consistent accuracy. It uses WiFi to connect seamlessly with the baslac® Formula Finder for faster color mixing.



The baslac® e-finder star features a five-angle technology for more accurate reading of all solid, metallic and pearlescent paints. A green or red LED signal light tells the user immediately if the measurement is correct.

To optimize usage in a bodyshop setting, the baslac® e-finder star is ergonomically designed for easy operation with one hand, making it easy to use on every surface of the vehicle. The device is small, but features a large touchscreen, so the painter can process vehicle information directly on it without the need to switch to another computer. A stylus and docking station are also included. Once fully charged, the tool gives up to two days of work. A self-closing cover keeps the measurement window clean and protected at all times.

“The new tool is part of a larger trend to bring together digital and analog technologies. We place digitalization high on our strategic agenda to help bodyshops find efficiencies. The baslac® e-finder star is one example of our leading digital solutions that enable more efficient usage of resources,” said Fabien Boschetti.

baslac® Automotive Refinish Paint: a part of BASF’s Coatings Division

Under the baslac brand, the Coatings division of BASF markets an effective automotive refinishing paint range, focusing on color accuracy. More information for industry professionals and dealers at www.baslac.com.

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, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. The portfolio is completed by the “Innovation Beyond Paint” program which aims at developing new markets and businesses. 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 2019, the Coatings division achieved global sales of about €3.75 billion.



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