

# Press Release



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## **Glasurit® rolls out Refinity™, a cloud-based digital platform designed to drive body shop business success**

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Glasurit Automotive Refinish

BASF Coatings GmbH

Alexander Campisi/ Samantha Chan

Phone: +49 2501 14-2212

Email: [glasurit.autorefinish@basf.com](mailto:glasurit.autorefinish@basf.com)

[www.glasurit.com](http://www.glasurit.com)

- An advanced suite of digital business solutions engineered and optimized into one platform, using one password and offering one seamless experience
- Multiple apps exclusively powered by Refinity™
- Always up-to-date with no onsite maintenance required
- Accessible on every device connected on the Internet

Glasurit®, the premium refinish brand from BASF, has launched Refinity™, a cloud-based, digital solutions platform for its body shop customers all over the world. Refinity provides Glasurit customers with a seamless digital experience designed to drive efficiency in all areas of business performance, including color, inventory management, repair order management, training, and support. The platform also features links to trusted partners to further drive profitability and efficiency into the overall body shop process.

Today's body shops use a number of different software solutions across various systems in their daily operations, which leads to an inefficient use of time and resources. Refinity combines all these digital tools into a single location and provides an easy and secure way to access them. As all the applications are stored on a unique, state-of-the-art, cloud platform, Refinity can be accessed from any device that is connected to the internet. Software updates and maintenance are performed automatically, offering body shops the latest versions of the applications any time. No special software is required on the user's hardware, just a single password.

"With Refinity, we offer Glasurit customers a single platform that incorporates all the essential business solutions they need into a one-stop shop offering with a simple user interface that has been designed for the body shop environment. Employing cloud computing technology, Refinity is managed, maintained and updated centrally: one platform, one password, one setup," said Fabien Boschetti, Director, Global Marketing, BASF Automotive Refinish Coatings Solutions.

Refinity's Color Apps, combined with Glasurit's intelligent spectrophotometers, offer body shops the simplest color retrieval method on the market with seamless navigation and accurate digital color matching. Glasurit has the largest color database in the industry and now, with Refinity the latest automobile colors are available in real-time for Refinity users.

"The ultimate goal for GoAuto is to get to the precise color fast so that we can speed up the repair of vehicles," said Alberto Zea, owner of GoAuto body shop, Guatemala, one of the first body shops to use Refinity worldwide and long-time Glasurit customer. "Refinity makes it easier for us to do things faster and supports

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us to stay on top of material consumption and to control paint consumed in a much more accurate way. Refinity for our business is spectacular.”

Refinity’s Business Apps provide complete transparency into consumption and profitability metrics for each repair completed within their shop. With Refinity, body shop owners, managers, and technicians can track product usage and summarize associated costs and profitability for paint and related materials. Body shops can set their preferred portfolio of products, manage pricing and stock levels, and automatically generate recommended orders to optimize their inventory. These key business insights are summarized into intuitive reports to maximize performance and profit potential.

The Training Apps allow body shop professionals and managers to brush up on their skills and learn new ones anytime and anywhere. A wide variety of instructional programs, professional training videos and interactive eLearning courses are available online. This includes everything from simple troubleshooting to tips and tricks provided by Glasurit’s team of technicians to comprehensive, in-depth product and process information. To keep track of learning goals, certified eLearning courses can be completed through the exclusive Refinity Learning University.

“We are fully committed to helping our Glasurit customers improve their processes, procedures and, ultimately, their profitability. The trend towards digitalization creates opportunities for us to develop smart solutions that will support us in realizing that goal. With Refinity, we take a giant leap ahead in the collision repair industry by offering an advanced, seamless digital experience that will benefit our customers by helping them to grow in the long-term and become the body shops of the future,” said Boschetti.

**Glasurit launched Refinity on October 5th at 09.30am CET/ 15.30pm EST.**

You can watch the livestream at:

- [www.linkedin.com/showcase/glasurit-global/](http://www.linkedin.com/showcase/glasurit-global/)
- [www.facebook.com/Glasurit.Automotive.Refinish](https://www.facebook.com/Glasurit.Automotive.Refinish)
- [www.youtube.com/user/Glasuritcom](https://www.youtube.com/user/Glasuritcom)

#ThePowerOfOne #Refinity #RefinishCloud #glasurit #basf

## **Glasurit Automotive Refinish Paints**

Under the Glasurit brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and durability, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. Glasurit Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair worldwide and chosen by them for its color expertise.

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