



# BETTER PAINT=BETTER BUSINESS

What's the true cost of a bad paint job?

Why do manufacturers, dealers and consumers tolerate bad paint?

## Better paint materials and processes mean:

### FOR MANUFACTURERS:

- Lower material consumption
- Lower labor hours per coach
- Increased line rolls
- Higher dealer satisfaction
- Lower warranty expenses

### FOR DEALERS:

- Better curb appeal
- Easier sale
- Better-looking trade-in coaches
- Higher customer satisfaction

### FOR CONSUMERS:

- Campground bragging rights
- Ease-of-maintenance
- Longevity
- Higher resale/trade-in values

## It's Time to DEMAND MORE!

BASF customers such as Mercedes-Benz, BMW and Rolls Royce can't gamble on poor paint finish, and neither should you. Let Industrial Finishes & Systems show you how to afford better materials and tools to raise the standard for RV paint.



**BASF**  
The Chemical Company

**IndustrialFinishes.com**  
*An Excellent Finish is Just the Beginning*



**1-800-531-1305**