



**Automotive  
Finishes**



 **BASF**  
The Chemical Company



**CARIZZMA**  
Waterborne  
Custom Colors



# Carizzma

## Waterborne Custom Colors

A custom paint job is a must-have for every car enthusiast. Whether you are a professional or an amateur—your tuner, racer, hot rod or street rod won't turn heads if it doesn't have an exceptional finish.

Providing custom automotive paint colors opens an opportunity for body shops to expand their business and enhance their expertise. Only the support of a major brand ensures your shop will have the ease of application combined with exceptional results.

R-M® makes it happen with Carizzma custom colors—meeting the most demanding requirements for ease of application, superb appearance and respect for the environment.



Think of **Carizzma**  
as a muscle paint

Carizzma is stronger than most other dyes with an attitude all its own. The clean, intense colors will bring your design ideas to vivid life. We've been doing this for custom painters all around the country on cars, trucks, boats and motorcycles for a dynamite finish that will be noticed and remembered.



### What could be simpler than starting from a proven standard?

Based on R-M's Onyx HD™ waterborne refinish paints, Carizzma enables you access to the entire world of automotive custom colors with just four effect powders and seven candy colors.

All the **Carizzma**  
with minimum products



The brilliance of  
**Carizzma Waterborne** Custom Colors,  
the quality of **R-M**

## Carizzma Waterborne is easy to use...

Carizzma custom colors work in standard refinish spray equipment and in smaller, custom airbrushes. The colors dry quickly between coats to shorten tape time and do away with intercoat adhesion problems. And, not only is Carizzma easy to apply, it's economical.

## Candy Colors

Because Carizzma is part of the R-M brand, you can now enjoy candy colors with the speed of a basecoat. After spraying an Onyx HD groundcoat, simply spray a Carizzma dye base over it, or mix them to create infinite color possibilities. Top it off with an R-M clear to achieve a hot, longer-lasting candy finish—all while saving time and money.



## Turn heads with Carizzma Crystals

A few Crystal Bases and Onyx HD bases contain a unique pigment that, while small in size, exhibit a brilliant sparkle. Carizzma Crystals incorporate these pigments to create a dazzling palette of colors that look their best in direct light, but turn heads in any light. Carizzma Crystal colors are available pre-mixed at your distributor.



Brilliance, ease, economy, attitude...

**CARIZZMA** has it all!



# Take it all the way...

with Waterborne!



## Training on Custom Painting

BASF offers a Carizzma training course that will introduce you to the exciting world of custom painting. You'll learn the proper way to use Carizzma bases through a variety of practical, hands-on exercises. The course is designed to help you understand the features and benefits of using the R-M Carizzma system, as well as the skills, processes, and techniques you need to complete a successful custom paint job.

Some of the many subjects covered include: Safety, proper application of Carizzma products, wood graining, barbed wire, slate, flames, ghosting and extreme base painting. Successful completion of this course will provide you with the knowledge and confidence needed to explore the endless possibilities of custom painting.

**CARIZZMA**  
**Inside!**

Look for the "Carizzma Inside" sign at distributors and body shops around the country.



## Visit our Web sites...

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



A quick way to learn more about Carizzma is to visit the Carizzma Web site—[www.carizzmacolor.com](http://www.carizzmacolor.com). This site has a virtual Carizzma color book containing valuable information on products like Carizzmatics, Crystals, Candys, Effect Powders and more. Within each product line is a range of high-quality color samples so you can easily select the color you want.

Browse through an impressive gallery of custom color designs and get a good sense of what's possible with Carizzma. The custom paint design showcase of cars, trucks, boats, trains and motorcycles is only the beginning.

For more technical information on R-M products including the Carizzma paint system, visit:

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



# **CARIZMA** Custom Colors by **R-M**<sup>®</sup>

For additional information or to locate a BASF distributor near you,  
call 800.825.3000 or visit [www.basfrefinish.com](http://www.basfrefinish.com).

BASF - The Chemical Company.

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America, and had sales of \$13 billion in 2009. For more information about BASF's North American operations, or to sign up to receive news releases by e-mail, visit [www.basf.us](http://www.basf.us).

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

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