



Coatings



October 30, 2025

Joint Press Release

BASF Coatings partners with the SAPE Group to strengthen automotive refinish market presence within Melbourne territory

BASF Coatings has entered a strategic distribution partnership agreement with the SAPE Group, a leading supplier of automotive collision repair equipment and consumables in Australia. Under this agreement, SAPE will have the rights to distribute BASF Coatings' automotive refinish coatings solutions such as Glasurit® and baslac® in BASF's own direct distribution territory within Melbourne, starting December 1, 2025.

The agreement also includes the transfer of employees and assets including BASF Coatings' Automotive Refinish Technology (ART) distribution center in Dandenong South to SAPE. Customers will continue to receive the same high standard of support, further strengthened by SAPE's extensive national resources and logistics network, following the transfer of ART operations to SAPE.

"This partnership is another exciting step in SAPE Group's strategic growth across Melbourne and regional hubs in Victoria," said Paul McMartin, Director of the SAPE Group. "With BASF Coatings' ART facility now part of the SAPE family, we are even better equipped to deliver fast, reliable service and expert technical support to customers in the Melbourne CBD and beyond. We're proud to welcome the team and customers into the SAPE network."

"Our partnership brings together our key strengths: BASF Coatings' globally recognized, high quality refinish solutions and SAPE's deep market knowledge and technical expertise. We are excited to capture new opportunities and grow alongside the refinish value chain in Melbourne," said John Ta, Managing Director, BASF Coatings Australia.

SAPE has been BASF Coatings' distribution partner for over 40 years, supplying automotive refinish customers along the Eastern seaboard of Australia. This extended partnership underscores both companies' commitment to business growth through strong, customer-focused collaboration, as well as their dedication to providing the Australian collision repair industry with premium refinish solutions.

About The SAPE Group

Formed in 1976, SAPE Group is a leading Australian distributor of automotive refinishing products, equipment, and consumables for the collision repair industry. Headquartered in Condell Park, NSW, SAPE is a key BASF distributor, supplying premium Glasurit and baslac paint systems, along with an extensive range of global brands and technical support services.

For more information, visit sapegroup.com.au

About BASF Coatings

BASF Coatings is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. We create advanced performance solutions and drive performance, design and new applications to meet our partners' needs all over the world. We share 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 2024, our businesses achieved global sales of about €3.8 billion.

BASF Coatings – Driven by passion and science, we always go beyond the surface. For more information, visit www.basf-coatings.com and [follow us on LinkedIn](#).

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