

# News Release



## **Bodyshopmall.com Appoints Jerome de Lapeyre Regional Sales Manager**

MISSISSAUGA, Ontario, January 31, 2008 – Bodyshopmall.com appoints Jerome de Lapeyre Regional Sales Manager. In his new role, de Lapeyre will be responsible for the Bodyshopmall.com business in Canada covering Ontario, Quebec and Manitoba.

Jerome, a Business graduate from York University, joined BASF in 2004, bringing with him sales and marketing education and experience. He held various positions in the BASF Canada's Coatings Division and then went on to work as a Direct Sales Representative for BASF's Bodyshopmall.com, serving the Eastern Greater Toronto Area market.

**Bodyshopmall.com: Supplying Tomorrow's Products to Today's Refinish Paint shops at High Speed.** In 2001, bodyshopmall.com® became BASF Canada's first e-commerce supplier of refinish products to body shops and to the specialty coatings market segments in Ontario, Quebec and Manitoba.

Today, bodyshopmall is a top supplier of BASF Canada's paint products, and is also a full line supplier of allied products offering Associated Product lines including 3M®, Norton®, FE®, Dynatron®, Devilbiss®, Iwata®, and more.

For more information on bodyshopmall, contact 1-800-532-7782, or visit [www.bodyshopmall.com](http://www.bodyshopmall.com).

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