

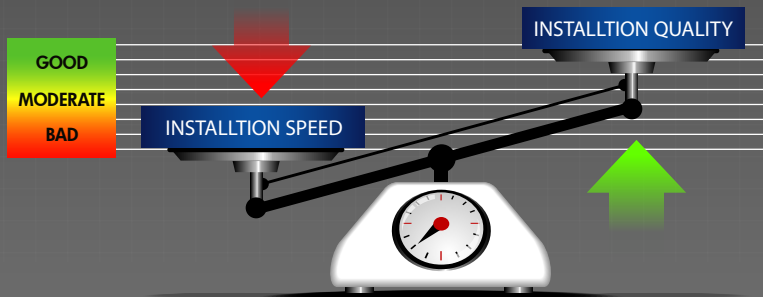
THE HISTORY OF PAINT PROTECTION

Two key challenges have faced Paint Protection installers since the industry began: Customer Awareness and Installation Difficulty. While Customer Awareness has progressed tremendously over the years, Installation Difficulty has continued to suppress market penetration, preventing the industry from maturing to the next level.

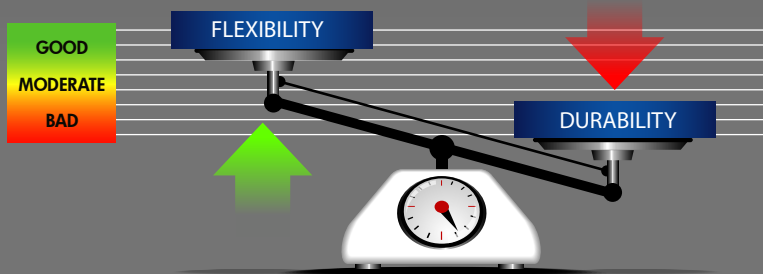
In the past, the difficulty of installing paint protection film could only be mitigated through extensive training and a great deal of trial and error. Unfortunately, this process was slow, costly and made it difficult if not impossible for the installer to make a profit while learning the trade. Most installers would resort to reducing their price in a desperate attempt to book sales, unknowingly making it even less likely to survive.

Inevitably, this would often lead to failure, leaving a completely new set of obstacles for the next group of installers to overcome. Among these obstacles were customers with a bad first impression of Paint Protection Film, eroded margins in the marketplace due to an unreasonably low perceived value of the product, and a large number of orphaned customers looking for warranty work.

Over the sixteen-year history of the retail Paint Protection industry, the solution to this problem has been incredibly elusive. In order to make Paint Protection Film easier to install over complex curves, it had to be softer and more pliable. Unfortunately, in the past a softer film meant an unwanted reduction in the film's life span as many installers have experienced first hand. This led to high initial satisfaction, but a very high percentage of warranty replacements in the months to follow.



An equally difficult solution was the problem of balancing installation quality and installation speed. This issue stemmed from choosing either an aggressive adhesive that would tack and seal quickly, or choosing a less aggressive adhesive that would lead to fewer installation flaws such as stretch-lines, lift-lines and adhesive transfer, but take longer to apply.



THE FUTURE OF PAINT PROTECTION

The XPPEL Paint Protection Film System has been carefully designed to deliver flexibility, longevity, installation speed, and installation quality without compromise. By taking the industry's only "component" approach to paint protection, XPPEL has discovered the recipe for success. In doing so, the missing tool required for growth has finally arrived.

PROBLEM: TYPICAL FILM TRADE-OFFS



Paint Protection System Key Properties

FLEXIBILITY

The most obvious properties of XPEL Paint Protection Film are elasticity and compressibility. These two attributes allow the film to easily conform over contoured surfaces without the fear of creases or compression marks. By enabling the installer to aggressively cover more of the painted surface with fewer relief cuts, seams, or exposed edges, the customer receives a product that provides better protection and is less visible than ever before.

Perhaps the most impressive of all is the film's dimensional memory. This property allows XPEL film to be stretched far beyond its normal size and still retract back to its original shape. Because of this, installers can handle the film quite aggressively without worry of damage to the material, or the need to trim excess film.

INSTALLER-FRIENDLY ADHESIVE

Another benefit of the XPEL Paint Protection System is its variable adhesion level. This allows the installer to choose where the film will adhere faster and where it will adhere slower. Variable adhesion is made possible through the combination of XPEL Surface Prep, XPEL Installation Gel and our Softac® Adhesive. During the installation process, the combination of the adhesive and XPEL Installation Gel prevents the film from tacking prematurely over the large installation surfaces, which would cause visible blemishes in the surface. It also allows the installer to lift areas of the film back up when necessary to remove foreign particles such as dirt or hair without causing lift lines. In the areas where XPEL Surface Prep has been applied, such as heavy contours and edges, the film adheres rapidly, saving precious installation time and eliminating lift.

DURABILITY

XPEL's Acrylic Polymer Sealant enhances the film by providing an additional barrier against the elements. This durable liquid prevents discoloration or staining of the film due to environmental pollutants such as diesel smoke, pollen and other airborne particulates, as well as preventing damage from bird droppings or bug stains. This translates to higher customer satisfaction and fewer warranty claims.

In addition to superior longevity, the film is also physically stronger. Compared to other materials on the market, XPEL Paint Protection Film is much harder to scratch and very difficult to puncture. After all, what good is a paint protection film if it doesn't protect paint?

Finally there is a paint protection system that covers all the bases: durability, elasticity, speed and quality. XPEL delivers all of these benefits and still has one of the most competitive prices on the market. Shouldn't you be an XPEL dealer?



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SOLUTION: THE XPEL SYSTEM

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