

# Reflections

May 2011

## T-Shirt Promo

Our ever popular annual T-shirt promotion is back again! Effective Tuesday, May 24<sup>th</sup>, we will supply one (1) T-shirt per order, and this will continue as we move into warmer weather. There will also be the opportunity for Dealers to purchase these T-shirts, and the minimum purchase quantity (assorted) will either be 10 (\$4.95 each) or 25 (\$4.50 each). We will offer both Black and White T-shirts, in Medium, Large or XL, with the LLumar logo. Please provide us with your size requirement, at the time of placing an order (as of May 24<sup>th</sup>).

## New Products

We are pleased to introduce the CarbonFlex product from Shapline. This new Carbon Fiber film comes in 30" & **EXTRA WIDE** 60" rolls. Carbon Flex is ideal for any number of applications associated with vehicles and interior components. Please see the enclosed flyer for complete information and a look at the textured film pattern. Pricing is very competitive!

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We recently introduced the Satin Matte PPF product from Shapline. Installing Dealers are coming up with more and more applications for this unique PPF product...Matte portions on vehicles, the Spyder vehicles from Bombardier, etc. The range of applications is only limited by the imagination!

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We recently added a number of new Glass Enhancement films to our assortment. There were new products announced by Solutia, and we also introduced a number of new vinyl products from other sources. Please access the decorative film Visualizer through [www.llumar.com](http://www.llumar.com).

## Film Pricing

We are well aware of the fact that gas prices are increasing at a rapid rate. There are also very significant fluctuations in the base price of oil because of world situations, and we all know that petroleum based products have increased significantly over the last year. Polyester is the base product for any window film, and polyester is petroleum based. There have been significant increases at the raw material level on a global basis. There is also the reality that some window film manufacturers obtain a number of their component products from Japan, and there are shortages of all products coming from this country.

In the final analysis, most window film manufacturers have either announced or intend to announce a general price increase to offset significant raw material price increases. We know that there will be a general price increase from Solutia, and it will be effective July 1<sup>st</sup>, 2011. The magnitude of the price increase has not yet been finalized. We also know that we are having to contend with increased freight costs, and this is strictly related to the increase in fuel prices.

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Fortunately, we will be able to offset a portion of the increase through the improvement of the Canadian dollar versus its U.S. counterpart.

We wanted to make you aware of the fact that there will be a price adjustment, and we are currently making every effort to mitigate the magnitude of this increase. This will be the first increase since 2008, versus 3 separate price decreases!

**News! News! News!**

There is a major industry event that will be held in Memphis mid September. The International Window Film Exhibition will feature a Tint-Off competition, and will also offer a number of educational presentations, plus IWFA accreditation sessions. A flyer is enclosed. If you are interested in attending, we would suggest that you take advantage of the early bird rates that are currently in effect. You can also follow the link from the Ener-Gard website.



As a part of our turnkey package for software cutting programs, we offer Jaguar plotters. The most popular width that we offer is 40". Because of availability issues out of the Orient, the supplier substituted 52" plotters at the 40" price. We have one (1) remaining 52" plotter that is very well priced, and it is available on a first come, first served basis. There are real savings to be had!



The CTX promotion (10% discount) continues through June 30<sup>th</sup>, 2011. The CTX automotive film offers true High Performance without any signal interference. The CTX films are very popular for late model vehicles, where there are more electronics and sensors.



For the month of June, we will support the promotion from Universal Products Inc. for vinyl graphics kits. For all kits that are purchased from June 1<sup>st</sup>, through June 30<sup>th</sup>, a 15% discount will be offered. Visit [www.u-p.com](http://www.u-p.com) for details on available kits.



Get set for our new look! We are in the process of totally revamping our website, and this should be completed prior to the end of May. Keep checking our website over the next short while, and we hope that you are favourably impressed with the new design and look!



Electronic communication is the most effective means of getting information to our customer base. We are relying more and more on this vehicle. Please be sure that we have your current e-mail address, so that you do not miss out on any of the items that will be sent out on a regular basis. The latter will include installation advisories, dealer information bulletins, etc.



DO YOU WANT FREE MONEY? This is effectively what a co-op advertising program is. Please access the Dealer Page of our website for information on the co-op program parameters. The amount of co-op that is available to individual Dealers is based on net purchases from the prior year. The co-op program is handled online through a third party provider. Dealers must be registered through this online program in order to make use of any co-op funds that might be available to them. If you are not yet registered, please contact the office, and this can be done in short order.

**Installation Advisory**

Installation techniques and some of the tools that are required for Paint Protection Film are obviously much different than what Dealers are used to with window film products. We strongly recommend use of the Lidco squeegee with a felt edge for all PPF installations. If you use the Yellow Turbo, the Black Smoothie or any other similar squeegee, the edges should be wrapped with Teflon tape. The latter recommendation is made to avoid squeegee marks being left on the PPF surface. All PPF surfaces are porous, to some extent, and these suggestions are made to avoid any such issues.

