

# REFLECTIONS

July 2010

## Promotions

We are very pleased to announce the return of the very popular ATC promo. Through this promotional opportunity, Dealers can purchase three (3) rolls, and receive a 4<sup>th</sup> roll free. The free roll would be of equal or lesser value based on the least expensive roll within the quantity of 3 that is purchased. Free rolls would be supplied based on an individual order containing one or more multiples of three (3) rolls. The order must be for immediate shipment. This promotional opportunity will be in place through September 30<sup>th</sup>, 2010.

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There will be a similar promotion in place for our FormulaOne network, with the Classic (AFC) series. The two (2) promotions are mutually exclusive.

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A 20% discount will apply for all purchases of NRM PS2 (all widths), for full rolls, only. This promotion will also run through September 30<sup>th</sup>, 2010.

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For our Vista network, the VS-80 product will be offered at a 40% discount. This promotional opportunity will extend through December 31<sup>st</sup>, 2010.

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Significant savings can be realized with our existing promotions during the prime selling season. Our quality window film products are made even more affordable with these promotions.

## Remnant Sale

We are holding our annual Remnant Sale early, to give our flat glass dealers an opportunity to purchase specific products in less than full roll quantities during the continuing busy season. Through our Remnant Sale, we will offer a 10% discount for those rolls that we currently have in stock, where the linear footage is less than a full roll. Additionally, there will be no up-charge for any item in the Remnant Sale. This Remnant Sale will conclude on Friday, August 13<sup>th</sup>, 2010.

## New Tool Items

Please see the enclosed flyer for a look at some new tool items. We would like to specifically highlight a couple of them:

- Viton sprayer. This is a heavy duty sprayer for industrial type applications. A number of our experienced film installers were previously able to source this sprayer elsewhere, and they are highly recommending it for longevity and ease of use.

- We obviously want to make the squeegeeing process easy for automotive applications and small flat glass jobs. We will be introducing the new 5" Fusion Grip Handle during the first half of August.

## *T-shirt Promo*

Our annual T-shirt promo continues, and we are putting one (1) T-shirt in with each order that is placed.

We are also offering special net pricing for those Dealers who wish to purchase a quantity for their own promotional use. For 10 or more assorted T-shirts, the cost is \$4.95 each; for 25 or more assorted T-shirts, the cost is \$4.25 each.

Look cool....be cool....wear a LLumar T-shirt!

## *News! News! News!*

We still have a limited quantity of the Good and Better wallboards for automotive films. Please access the Ener-Gard website (Dealer page) for a look at each of them. As the Best version (CTX) was being updated, we did receive additional quantities of the Good and Better wallboards. These are being offered at \$100 per set (Good & Better), or \$75 each on an individual basis. Orders will be filled on a first come, first served basis.

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We are seeing an increasing demand for LensWrap, which is a series of coloured and clear PPF products that have a minimum thickness of 16 mil. We would like to emphasize that these LensWrap products are illegal, under individual provincial legislation. Notwithstanding this, there is a demand, and we wanted to again remind our dealers that this product is available through us.

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We have run into an availability issue for the Film-On and Dirt-Off pumps. Unfortunately, for the foreseeable future, these pumps will not be available. As Solutia/CPFilms addresses this availability issue, here is some helpful information regarding these chemicals:

- 5 caps full of Film-On concentrate equals 5 cc (or 5 pumps).
- 6 caps full of Dirt-Off concentrate equals 1 oz. (or 4 pumps).

## *LLumar PPF*

We are now fully stocked up with LLumar PPF. There were some availability issues, as demand for this top quality Paint Protection Film exceeded manufacturing capabilities. The LLumar PPF is a true 8 mil product, and this provides additional protection for those vulnerable surfaces on vehicles. The LLumar PPF product has a top coat, and there is great flexibility for the installation aspect. LLumar's PPF is available in all standard widths.

We would encourage dealers to check out the LLumar technical website on a frequent basis. There are always new items that are shown, and dealers can access a number of FAQ's, plus relevant Technical Bulletins, to address almost any subject. We also encourage Dealers to access the Dealer page of the Ener-Gard website for up to date information on a wide variety of subjects.

Make technology work for you!