

Scotchgard Brand Paint Protection Film from 3M New Film, New Name, New Warranty!

(Las Vegas, NV) November 4, 2003 – 3M announced that its new paint protection film now offers the promise of the Scotchgard brand at the 2003 Specialty Equipment Market Association (SEMA) show in Las Vegas this week.

This new film offers better-than-ever clarity for an excellent appearance on all paint colors. Already the industry leader in paint protection film, 3M also announced a longer five-year warranty against manufacturer's defects – an added confidence. And the film's distinguished Scotchgard name brings instant consumer recognition.

In a consumer survey conducted last month by Burke, Inc., the Scotchgard brand was recognized by 99 percent of respondents. People equate the Scotchgard brand with protection and reliability, and it is known as the market leader in protection products. Combining the familiar Scotchgard name with the value added by professional film installers can generate significant sales and help build loyalty for your own business.

Transparent Scotchgard brand Paint Protection Film is a premium-grade, clear-coated, urethane film that takes the brunt of damaging road debris when applied on high-impact painted vehicle surfaces. The film keeps vehicles looking great, significantly reduces paint chips and bug damage, and helps boost vehicle trade-in value. This film is the only officially licensed paint protection film of NASCAR™.

For more information about Scotchgard brand Paint Protection Film, please call 888-663-1394, or visit www.3M.com/PaintProtectionFilm.

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Paint Protection Film

3M announces a power brand name and a longer 5-year warranty for its new and improved paint protection film: Scotchgard brand Paint Protection Film from 3M.