

Paint Protection Quarterly

Quarterly Newsletter for Paint Protection Film Installers

"Clear Bra" for a Cause

October is breast cancer awareness month, and AeroTect would like to celebrate by donating a portion of our October 3M product sales to Breast Cancer Angels.

BCA is a local So Cal non-profit organization dedicated to helping families in need as they undergo treatment for breast cancer. Each year they help over 400 families affected by the disease with everything from counseling to financial support.

AeroTect, along with the support of 3M, is excited to partner with the Breast Cancer Angels. We look forward to a successful month! To make a direct donation to Breast Cancer Angels visit www.Breastcancerangels.org



AeroTect is going paperless! Stay in-the-know with our email marketing. Visit www.aerotectfilms to sign up

New Products

Gloss 3M ScotchPrint 1080 Now Available!

60" Gloss 3M Scotchprint 1080 is available in 19 popular colors! All colors will be kept in stock and available for same day shipping. These colors include...

- Gloss Black
- Gloss White
- Gloss Sterling Silver
- Gloss Bright Yellow
- Gloss Bright Orange
- Gloss Hot Rod Red
- Gloss Hot Pink
- Gloss Intense Blue
- Gloss Black Metallic



And Many More!!

1080 Scotchprint is an easy to install vinyl perfect for roofs, hoods, trim pieces, full wraps and much more! Visit www.aerotectfilms.com to view available colors!

New Training Center Now Open!



We are pleased to announce the completion of our newly renovated 4000 sq ft training facility!

Hands on 3M certification training is offered monthly, and AeroTect is able to provide you with all you need to start your PPF and vinyl business! Call us today to find out more about our training programs and starter bundles.



Wrap Battle 1080

It's a battle of the wraps and you choose the winner.

The most preferred finish or color will be included in 3M's distinctive line of Scotchprint Wrap Film Series 1080.

Pick your favorite then enter the drawing to win a roll of the new film. Cast your vote and enter to win at facebook.com/3MGraphics

AeroTect is now offering ColorTect lamp overlay film!

An economical alternative to spraying. This 17 mil thick vinyl is perfect for creating a custom look while providing added protection to headlights and tail lights.



Available in 7 stylish colors!

- Tint- Lightest
- Steel- Medium
- Smoke- Darkest
- Yellow, Red,
- Optic Blue, & Electric Blue also available!

Upcoming Events

- 10/10-10/12-NBAA @ Las Vegas Convention Center
- 10/16- The Pursuit @ Irwindale Speedway
- 11/3-11/4- Sema @ Las Vegas Convention Center
- 12/9- AeroTect Christmas Party! Details TBA

PPF and Scotchprint training available for Oct-Dec.
Call AeroTect for training dates

3m Scotchgard & Ventureshield Ultra Comparison

Not all customers are familiar with the differences between the films on the market. They rely on their installers to guide them to the best film that meets their needs. For example while Ventureshield Ultra requires more maintenance by the customer to stay looking like new, it also has a more economical price point that may be a better fit for them. Scotchgard will hold up better against nature's elements, but is not available in 60" widths for seamless full hoods.

Knowing the differences as an installer will result in happier customers. The following is a chart of the main differences between the two films we offer.

	3M Scotchgard	Ventureshield Ultra
Up to 60" wide format		●
Easier Installation		●
Top Coated Film		●
5 year warranty covers bubbling & cracking	●	●
5 year warranty covers yellowing	●	
Built in Clear Coat Technology	●	
Can be buffed	●	
Installers get paid for labor on warranty claims	●	

Congratulations to the winners of our Summer Promotion...

\$25.00 Gift Card Winners...

- Theo at Majestic Motorsports
- Chris at KarTunz
- Ken at CS Mobile
- Joseph at A Shade Darker
- Goshan at Elite Auto Film

\$50.00 Gift Card Winner...

- Bill & Lucy at B&L Auto Decor

Dealing With Difficult Customers

Let's face it...we have all had a situation or two when a customer is less than impressed with the look of their paint protection film. Whether it be defects in the film, normal wear and tear, or improper care and maintenance from the customer these situations are never fun to deal with.

How we help less than satisfied customers is imperative to the integrity of your business and the paint protection industry as a whole. That's why we have compiled a list of tips and resources to help you through these sticky situations.

1. **Prevention-** Having your customer read "what to expect" guidelines before a clear bra installation can prepare your customer for visual tolerance of cosmetic imperfections, seams, or relief cuts. AeroTect has a general Terms of Service template that includes this, and much more information, that can be emailed and easily edited to meet your specific business needs.

2. **Proper Care & Maintenance-** Also included in AeroTect's terms of service template. Educating your customers about proper care and maintenance is crucial to the life of their clear bra. For example customers need to know to remove any foreign material (i.e., bugs bird droppings ect.) as quickly as possible in order to avoid permanent staining. Keep car care products stocked in your shop for your customers to purchase so you can ensure they are using the correct products.

3. **Warranty Awareness-** Make sure your customers are aware of their specific warranty coverage before the installation begins.

4. **Know your resources-** Networking with your fellow installers is important to stay knowledgeable regarding installation tips and tricks. However in the event that you have done everything you can think of, and just can't seem to please your customer we can help point you in the right direction to help get your issue resolved.

Important Contacts

- 3M Warranty Questions-** 1-800-643-0955
- 3M PPF General Questions-** 1-888-663-1394
- For general information, instructional videos, FAQ's and much more visit-** www.Solutions.3m.com
- Network with fellow installers at-** www.applicatortalk.com

As always AeroTect is here to help with whatever questions or concerns you may have. Please feel free to reach out to us as needed with general questions or for installation support.

AeroTect Protective Films - (866) 388-2376 - www.aerotectfilms.com

