

Is The Window Film & PPF Boom Just Getting Started?

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By Filmstar Distribution

While once-hot industries such as oil and gas experience downturns, it could be quite the opposite for window film and paint protection in coming years.

According to Window Film Magazine, there are various indicators that point to an uptrend.

Total event registration for the 2015 International Window Film Conference and Tint-Off (WFCT) in Reno, Nevada, is up 24 percent from 2014, marking a record for the 15-year-old event.

Paint Protection Film is Hot

One of the biggest takeaways of the upcoming event is the sharp increase in registration for the paint protection film division, which has doubled since its 2014 introduction.

Advancements from companies such as PremiumShield have strongly gained the attention of consumers

Another source for this demand can be found in the 2015 SEMA Market Report, which shows that drivers are spending big to personalize their vehicles, noting more than 400% growth in the last 25 years.

Window tint, paint protection film and vinyl graphics account for a solid chunk of this estimated \$36 billion market, with more growth expected.

Auto Glass Demand Rising Worldwide

The strong outlook for new vehicles sales in North America is expected to make automotive glass a \$65 billion industry by 2020, according to a new study.

Demand for automotive glass is also expected to further overseas as U.S. automotive companies expand into emerging markets such as China and Brazil.

In July, General Motors unveiled its plan to invest \$5 billion into emerging markets. Other automotive manufacturers could follow this lead, which may lead to a greater global demand for window film and paint protection.

Will Strong U.S. Home Sales Boost Demand for Window Film?

Outside of automotive, demand for flat glass could also rise as a result of new home construction in the

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United States.

New home sales have risen nearly 22 percent in the past year with no signs of slowing down soon, according the U.S. Commerce Department.

With stricter building standards in place and a push to become energy efficient throughout the country, homebuilders and homeowners will have strong reason to take notice of the latest offerings in window film.



Are You Ready to Profit From This \$6.7 Billion Industry?

U.S. demand for speciality films is expected to skyrocket more than 25% by 2019, valuing the industry at \$6.7 billion. That's why there's no better time to become a 3M Authorized Window Film Distributor. **Learn** about this little-known business opportunity and how you can partner with a 113-year-old American company you know and trust.

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