

Discover the Benefits of Partnering with Madico Window Films at SEMA 2015

"With Madico Behind You, Your Future is Bright," will be the guiding theme for booth #12139 as it hosts Madico's live demonstrations and customer walkthroughs

ST. PETERSBERG, Fla. – Aug. 28, 2015 – [Madico, Inc.](#), one of the world's leading manufacturers of automotive, solar, safety and security window films, will be exhibiting at the [2015 SEMA Show](#) for the 27th year. Held between November 3 and November 6 at the Las Vegas Convention Center, the SEMA Show attracts more than 60,000 auto industry representatives from around the world.

"Year after year we love coming back to the SEMA show," said Jeffrey Plummer Senior VP, Sales and Marketing. "It gives us a great opportunity to address our customers' needs using our experience, passion and expertise, as well as the chance to showcase our products."

For over 40 years, Madico has been exceeding the needs of customers with top of the line service and products. Anyone stopping by the two-story beach cabana themed booth (#12139) will experience the manufacturer's down to earth, friendly customer service and premier automotive technology, including Wincos Automotive Films and the Madico Advanced Cutting System (MACS). Madico will be hosting live demonstrations of the MACS plotter technology in the booth.

Premium cars require matching performance from their windows. Wincos pairs natural beauty with sound scientific research for the ultimate in window film style and performance. By using selective organic coatings, which have an appetite for infrared heat and UV radiation, Wincos drastically reduces heat gain without the need to go as dark with the visible light transmission.

"Madico auto films are available in a variety of shades and colors making it easy to accent the look of your car, while taking advantage of the pinnacle of tint technology," said Plummer. "There's no better combination of quality, function, durability and looks in automotive films anywhere else."

The Madico Advanced Cutting System (MACS) offers dealers a complete plotter system with the most current pattern software available. MACS is a top-of-the-line plotter and design program that can cut film for any style of car using any type of window tint or paint protection film. Madico will be cutting patterns from a 40" plotter during the show, and invites dealers to come by and see how the system works firsthand. Dealers can also learn more about the new MACS leasing program.

"Madico always puts customers first, and we pride ourselves on providing exceptional service to go along with our products," added Plummer. "We're very excited to display what sets us apart at this year's show."

Madico encourages dealers to stop by the booth to see how working with Madico can help grow your business.

About Madico Window Films

Headquartered in St. Petersburg, FL, Madico Window Films develops, manufactures, and markets technologically advanced laminates. With roots dating back over a century and an unrivaled commitment to quality of design, Madico continues to pioneer industry-first products and processes with a focus on solar control window films for vehicles, homes and commercial property.

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