

## **Madico Continues to Grow Global Network with UK Distribution Deal**

*Agreement is part of Madico's international strategy to expand in key markets.*

St. Petersburg, Fla. ([PRWEB](#)) May 15, 2014 -- Madico, Inc., one of the world's leading manufacturers of automotive, solar, safety and security window films, announced this week that it has reached a distribution agreement with The Window Film Company UK Ltd, to begin distributing Madico and Sun-Gard branded window film products and solutions in the United Kingdom. This agreement will enable Madico to greatly expand its UK presence, a key step in the company's aggressive global growth strategy aimed at expanding in key international markets and territories.

The Madico and Window Film Company agreement will provide UK-based customers with a single point of contact to acquire products from Madico's line of high quality window film brands, including some specialty films not previously available in the UK.

"The UK market is a very important part of our strategy to grow our footprint internationally. The residential and commercial window film markets in the UK offer a huge opportunity for us given the growing awareness of the transformative effects of window film," said Jeffrey Plummer, Sr. VP of Sales, Marketing and Distribution of Madico Window Films, Inc. "With their focus on exceptional customer service and reputation as true professionals, The Window Film Company is a very well-established, trusted window film distribution company, and is the ideal partner to help Madico grow its market share."

The Window Film Company will distribute:

- The Madico® and Sun-Gard® brands of high-performance automotive and architectural films;
- The Decolite™ line of decorative window films designed to achieve the look of etched glass in interior spaces;
- The Solution Series, a line of films designed to meet specific needs outside of common architectural or automotive applications, such as anti-fog and protection against graffiti and surface damage.

For more information or to contact The Window Film Company, visit <http://www.windowfilm.co.uk/>.

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