

Madico Exhibiting Trusted Family of High-Performing Films at the International Window Film Conference and Tint-Off™

Stop by Booth #112 to see product demos and customer walkthroughs and cheer on Madico tinters as they go for the gold

RENO, Nev. – Sept. 18, 2015 – [Madico, Inc.](#), one of the world's leading manufacturers of automotive, solar, safety and security window films, will be exhibiting in booth #112 at the [International Window Film Conference and Tint Off™ \(WFCT\)](#) in Reno, Nev. from Sept. 30-Oct. 2, 2015 at the Reno-Sparks Convention Center. Madico has also signed on as a sponsor of the event, which will include educational seminars, an exhibition hall and the attendee favorite Tint-Off™ competitions.

"An event such as the WFCT is important to the window film industry because it brings together manufacturers, distributors and dealers in one convenient location," said Jeffrey Plummer, senior vice president of sales and marketing. "By bringing together industry leaders we have the opportunity to further strengthen our business as a whole. Together, we can enact the changes we want to see across the window film industry. We see the value in this event and committed months ago to sponsor and attend"

Madico will be exhibiting its full, trusted family of high-performing automotive, safety and solar control films. Being introduced to dealers at the show will be Madico's new paint protection film product Invisi-Film®, as well as their MACS (Madico Advanced Cutting System) computerized plotter system.

"We will be offering a special on our MACS, a comprehensive design program that can reduce a dealer's dependence on hiring more people as their business grows," Plummer said. "Loaded with powerful design features, MACS can be used with any type of automotive, architectural or paint protection film."

Now in its 15th year, WFCT is sponsored, organized, and managed exclusively by [Window Film Magazine](#). The event gives attendees the opportunity to speak one-on-one with industry suppliers and manufacturers to learn about the latest products for the window film market. Exclusive seminars with some of the industry's top professionals will be available and promise to offer some great new tools to help window film dealers grow their businesses. Attendees will also be able to view the crowd pleasing Tint-Off™ Competitions as competitors vie to take home the gold in each of the three film divisions.

"We are proud to once again be a sponsor of WFCT the event just gets better every year!" Plummer said. "We look forward to contributing to the educational sessions and watching our valued dealers participate in the exciting Tint-Off events."

Madico has sponsored two tinters in the competition: Craig Pengelly of [Craig's Car Care](#) in Langley, British Columbia and Vess Jimenez of [Extreme Tint and Polish](#) in Santa Clara, California - one of the few, female tinters in the competition. A number of other loyal Madico customers will also be participating in the Tint-Off.

The Tint-Off brings together tinters from around the world to showcase their skills and compete for cash prizes ranging from \$1,000 to \$10,000. Industry veterans judge the competitors' tint installations, as well as their procedures, safety, cleanliness and customer interaction. It is also a chance to learn from other professionals, execute quality installations, pick up innovative techniques and of course, compete for the chance to hold the title of "World's Best Architectural or Automotive Window Film Tinter" and/or "World's Best Paint Protection Installer."

Visit Madico at booth #112 to meet with knowledgeable staff and learn more about its full range of product offerings. Attendees are also invited to [visit Madico's website](#) to download a free show pass.

About Madico Window Films

Headquartered in St. Petersburg, Fla., 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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