



MARKETING UPDATE: LLumar Around the World

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CENTRE**



Look for the LLumar Advantage



South Africa: The LLumar network continues to grow in South Africa. The two major South African glass distributors are now selling LLumar film through their respective networks, giving LLumar a national presence with some 90 outlets. In addition, 30 independent "Authorized LLumar Fitment Centres" have been established countrywide. New stores are being added to this list weekly, and LLumar SA is on target to have 200 outlets by mid 2008.

To become an "Authorized LLumar Fitment Centre," the outlet needs to meet strict quality control measures established by the local LLumar Distributor, and it must purchase LLumar films exclusively. Once authorized, the outlets must display the LLumar branding, and they must participate in the national warranty program. This program is designed to give both the car dealerships and the consumer peace of mind. "Because we now have a national footprint, we are able to offer the OE manufacturers a national warranty. This has been key to securing product approvals from the likes of Toyota SA and General Motors SA," said Paul Rockey, LLumar Distributor.

"Crime is pervasive in South Africa. Our major cities report up to 200 smash 'n grab incidents per day. Coupled to the crime, we are exposed to the harsh African sun, making the darker or lower VLT films very popular. LLumar films have quickly been recognized as a sensible retrofit solution to these problems. With good support from LLumar International we will be able to support this fast-growing market," said Rockey.

China: The CPFilms sales team in China is rapidly expanding its market share by launching a LLumar residential chain store program. In the past 3 months, over 500 point-of-sale retail shops have been set up in select cities. 3,000 more shops are planned for 2007 with a total target of 10,000 shops across the country.

Most Chinese consumers are unaware of the benefits window film can provide for their homes. The sales team plans to change that through the numerous LLumar branded shops and new marketing and public relations campaigns that focus on the "green" (energy saving, solar control, and UV protection) benefits of the products. "We believe we can build LLumar product and brand awareness in China's flat glass market quickly in this way, and position us at a very strong competitive level," said Mike Liu Lewis, CPFilms regional manager, China and Hong Kong.





South Korea: More than 100 LLumar Hi-Tech installers, regional sub-distributors, and dealers recently attended the *LLumar 2007 Annual Conference* in Seoul. Together the group reviewed last year's results, highlighted major progress, and discussed challenges to the business. They emerged united and ready to tackle the upcoming year's objectives and targets. "All participants are proud members of LLumar family in Korea," said J.K. Choi, Sales Manager, Korea.

Germany: The two big rivaling Berlin commuter train fleets, U-Bahn and S-Bahn are using graffiti film (clear 6 mil film) as a sacrificial coating on the passenger side of virtually all of their carriages. The film has a unique low-tack adhesive for quick replacement. It takes the scratches and thus protects the glass underneath. It is easily removed and replaced when excessively damaged. In most cases, this helps reduce costs, time, and effort as compared to the undesirable alternative of a glass replacement. Depending on the train line and areas served, replacement is generally necessary within two months and can be as short as two days.

There is great opportunity for expanding LLumar sales in mass transit. If graffiti and vandalism are concerns in your region, ask your sales manager about selling LLumar graffiti film. LLumar films are the only films to have been documented as resistant to acid vandalism (a current dangerous nuisance variation of graffiti where tags are etched into the glass with chemistry-filled pens) to glass, keeping both the material and passengers/cleaning staff safe from harm.



Qatar: When the regional security advisor of Total E&P, the leading energy company in the Middle East, wanted to increase the security of the buildings in his region, he chose LLumar. As a security advisor, Mr. Jean-Louis Kibort was familiar with the benefits of film and felt it was essential to increase the security of the extensive glass facade of the company's headquarters. He called upon the local LLumar distributor to present the technical details of the product and the warranty program. That presentation was enough to win the bid! 24 rolls of LLumar SCLSRPS15 was professionally installed on the glass at Total E&P's headquarters. Since then, other offices have been protected with LLumar safety and security film. Mr. Kibort is very pleased with the results and plans to use LLumar again.



Singapore: The Singapore International Motor Show is held every two years. It is the premier event to launch new vehicles and accessories in South East Asia. The 2006 show, held in November, attracted 80,000 visitors. Many window film companies participated in the show but none could come close to attracting crowds like the LLumar display.

Our LLumar dealer in Singapore chose to promote Automotive Safety Film at the show. In addition to playing the LLumar “smash & grab” DVD continuously, the dealer held a glass smashing competition. Visitors to the booth were given three attempts to break the glass. If they were successful, they could win an attractive prize. The video and competition drew large crowds to the booth and generated many leads for the dealer.



Trinidad & Tobago: The first annual LLumar Tint-Off competition, organized by our distributor in Trinidad, was a great success. The event, held in Port of Spain, attracted 11 competitors from the island. Sponsors included Toyota, Daihatsu, and LLumar ProTint. Live radio broadcasts promoted the event throughout the day. First prize was \$1000 in cash and an all expense paid trip to compete in the second annual Latin America Tint-Off to be held in Mexico this Spring.

The installers were excited to be a part of the competition and to see the professional installation techniques of others. They competed in two rounds. The first round required installing film on the side window of a Toyota RAV-4. The second round required heat forming the back window of a Toyota Corolla. Gabriel Ramsaroop of LLumar ProTint won the Tint-Off. He looks forward to competing in Mexico, and we wish him lots of luck!





Qatar

The Llummar Network Continues to Grow!



South Korea



South Korea



Trinidad and Tobago

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ideas for the next issue!**

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pam.feese@cpfilms.com