

[COMPANY LOGO]

FOR IMMEDIATE RELEASE

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INCORPORATE SUSTAINABILITY PRACTICES WITH 3M™ AUTOMOTIVE WINDOW FILM

Celebrate National Window Film Day on April 30

(CITY, STATE) – April 2019 - In celebration of National Window Film Day on April 30th, {DEALER NAME}, a 3M™ Authorized Dealer, is working with the International Window Film Association (IWFA), a nonprofit trade association, to raise public awareness of the benefits of window film as a cost-effective, energy saving solution.

Based out of [CITY, STATE, REGION DESCRIPTION], [COMPANY NAME] is a 3M™ Authorized Dealer that specializes in the installation of automotive window film products. 3M™ Window Films provide consumers a mechanism to incorporate sustainability practices into their daily lives and reduce their overall carbon footprint.

“We use 3M because it is a household trusted brand name, and we know the window film that has been backed by innovation, science and technology,” said [NAME, TITLE of COMPANY]. “Each year, National Window Film Day falls just a few days after the world celebrated Earth Day. This is a good reminder about how window film can assist in overall environmental sustainability.”

3M™ Automotive Window Film products are built to enhance safety and security, increase privacy, provide UV protection, and mitigate heat.

Lower Heat Inside Your Vehicle

3M tests its window films to withstand harsh conditions to improve the lives of those behind the glass. The 3M™ Automotive Window Film Crystalline Series rejects more heat than many dark films without changing the appearance of a vehicle. Its light tint can reject up to 60 percent solar energy and up to 97 percent of heat-producing infrared rays for the ultimate in comfort.

Protect Your Skin and Vehicle Interior with UV Protection

3M™ Automotive Window Film Crystalline Series also blocks up to 99 percent of UV rays to provide a total sun protection factor (SPF) of 1,000 for passengers. The Crystalline Series features a proprietary, multilayer optical film nano-technology that combines over 200 layers in a film that is thinner than a Post-it® Note.

Add Privacy and Protection

3M™ Automotive Window Film Color Stable Series provides increased privacy and protection. The film incorporates a unique revolutionary process to produce a nano-carbon polyester that allows for maximum heat rejection without a metal film layer, which can interfere with radio and/or satellite signals. Available in different tint levels that can block up to 95 percent of visible light, the film offers a stylish look with outstanding color stability, so it never turns purple.

3M™ Automotive Window Films are durable, virtually maintenance free and backed by a limited lifetime warranty when installed by a professional such as [COMPANY NAME]. For more information about automotive window film and how it can assist vehicle owners to be more sustainable, contact [COMPANY NAME] at [PHONE]. Visit [WEBSITE].

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