

INSIDE: DECORATIVE FILM GETS MORE COLORFUL

# WINDOW FILM™

ARCHITECTURAL - AUTO - DECORATIVE - PAINT PROTECTION - SECURITY

VOLUME 22 - ISSUE 5 - SEPTEMBER/OCTOBER 2018



# 15 To Meet

## The Nation's Top Dealers

PLUS:

San Antonio Conference and Tint-Off: Your Ultimate Guide  
How Long Does Security Film Last?

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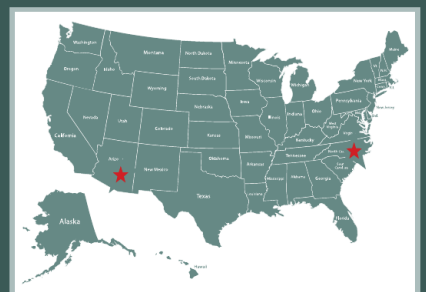
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# WINDOW FILM<sup>TM</sup> MAGAZINE

Overall sales among the top dealers increased 17 percent. Commercial work increased 18 percent, residential 16 percent and automotive 15 percent.

See page 20

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### 30 • Up Your Game at the International Window Film Conference and Tint-Off<sup>TM</sup>

If you are headed to the International Window Film Conference and Tint Off September 27-29, WINDOW FILM magazine has compiled the highlights to help you plan your trip. From the exhibitors not to miss, to the top notch seminars and the competition schedules, this article has you covered.

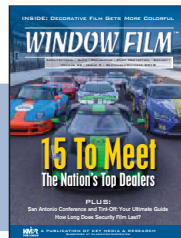
### 38 • Say it with Color

If you are in the decorative window film market, you know the market is growing. If you are not give it some serious consideration as there is an increase in demand. This is especially true now with all the color options available.

### On the Cover

The cover photo is provided by SunStoppers, one of WINDOW FILM magazine's top dealers. For the full list, see page 20.

Photo credit: SunStoppers



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# Dear Reader

by Tara Taffera

## Top of Their Game

When SunStoppers president Mike Burke attended a dealer conference earlier this year, he likened it to playing for his favorite sports team.

"I felt like I was on the best sports team of my life. I was on the Dallas Cowboys," were his words when he relayed this story when I met him in July.

This team analogy was echoed by Burke throughout that day when I spoke to him recently at another industry event.

"My team only works with the industry's best," he said.

His "team" has 11 retail stores that offer auto, commercial and residential film services," he said. But he doesn't describe himself as a tinter.

"I'm an artist," he said. "I can tint any car, anywhere."

mean you are at the top of the revenue ranks. You get there because of your passion, and your skill (or your artistry), and because of the people you work with along the way.



Kyle Calera, president Advanced Tint Co., in Richmond, Va., is another newcomer to our top dealers list. Calera exhibits the epitome of passion for the film industry. He started "Pimpin Rides in '85 and set out to create the ULTIMATE tint shop."

Calera says his is not only a tint shop. "Inside my tint shop is Richmond's best car audio shop, import performance shop, best custom rim shop, vinyl graphics shop, rim repair facility and a Mobil 1 car care center all in one," he says. Still, window film continues to be its main product offering.

**“I’m an artist, I can tint any car, anywhere.”**

**— Mike Burke Owner, SunStoppers**

He is also extremely passionate about the industry—something WINDOW FILM editorial assistant Emmariah Holcomb and I noticed immediately.

In fact, we interviewed a lot of people that day but we started to refer to Burke as Mr. Passionate. It was clear from the outset how much he loves this industry.

SunStoppers is one of WINDOW FILM magazine's 2018 top dealers (for the full list, see page 20). The company is new to the list even though it has been in business for 12 years. You see, being a top dealer doesn't just

Calera says he took a \$100 roll of tint and turned it into \$1.5 million. I'm sure there are men and women out there, pimpin rides or pounding the pavement trying to get their start, and people like Burke, Calera, and all the film shops out there inspire them.

So, here's to all our top dealers. And if you haven't made plans yet to attend the International Window Film Conference and Tint-Off™ September 27-29 in San Antonio, it's not too late. Many of this year's top dealers are speaking at the event so who better to learn from than them? **WF**

**WINDOW FILM**  
MAGAZINE

Key Media & Research  
20 P G A Drive, Suite 201  
Stafford, VA 22554  
540/720-5584; 540/720-5687 (fax)  
www.windowfilmmag.com

Publisher	DEBRA LEVY deb@glass.com
Editorial Director	TARA TAFFERA ttaffera@glass.com
Editorial ASSISTANT	EMMARIAH HOLCOMB eholcomb@glass.com
Art Director/ Managing Editor	DAWN CAMPBELL dcampbell@glass.com
Art Director	SAUNDRA HUTCHISON shutchison@glass.com
Advertising Coordinator	ERIN HARRIS eharris@glass.com
Marketing Director	HOLLY BILLER, VICE PRESIDENT hbiller@glass.com
Director of Events	TINA CZAR tczar@glass.com
Competition Coordinator	TRICIA LOPEZ tlopez@glass.com
Video Producer	CHRIS BUNN cbunn@glass.com
Web Developer	BRYAN HOVEY bhovey@glass.com
Customer Relations Manager	JANEEN MULLIGAN jmulligan@glass.com

### ADVERTISING OFFICES

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<b>North East &amp; Canada</b>	JOSH LENTZ jlentz@glass.com Phone 360/563-4936 Fax 888/786-8777
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<b>Asia and South America</b>	CASEY FLORES cflores@glass.com Phone 540/602-3268
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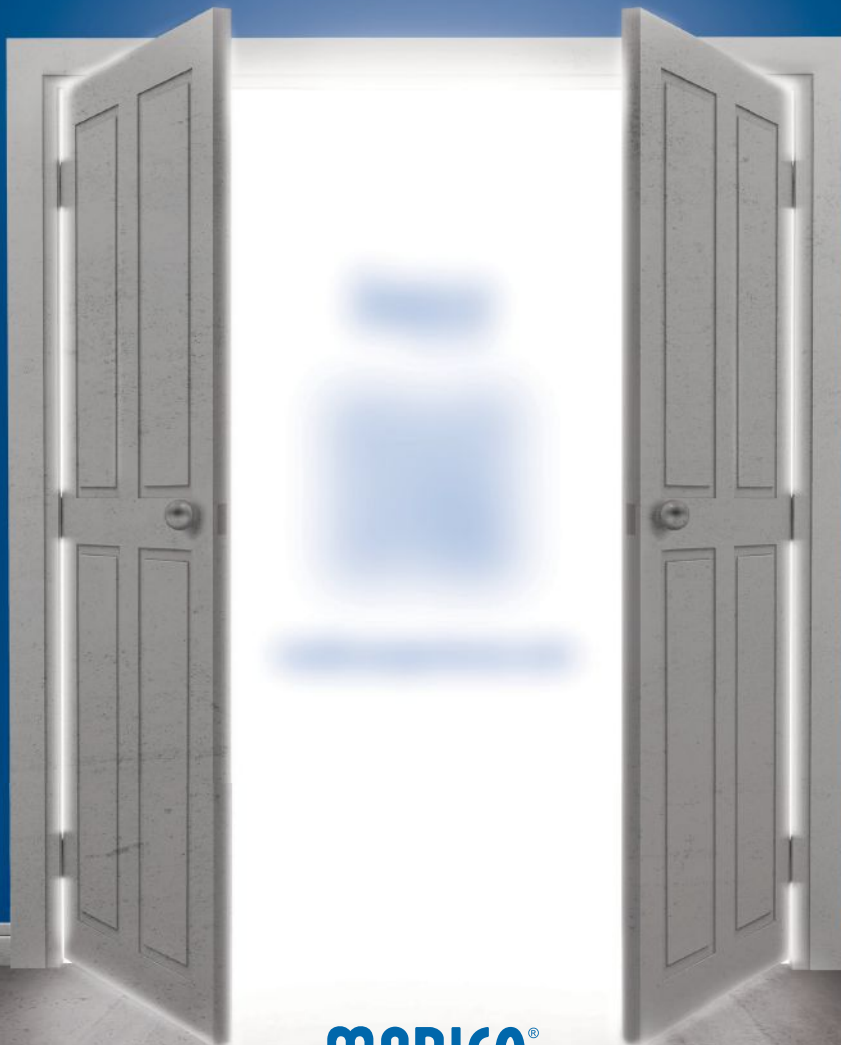
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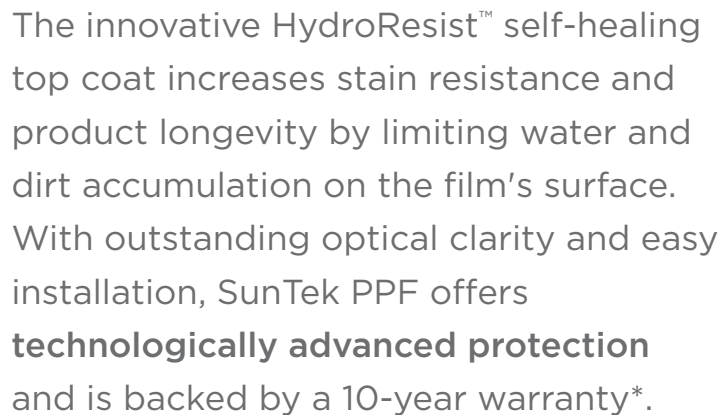
**SunTek**®

The text "PPF ULTRA" is displayed in a large, red, sans-serif font, positioned to the right of the SunTek logo.

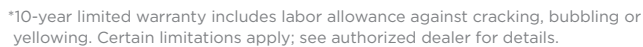
**PPF ULTRA**

The title "TECHNOLOGICALLY ADVANCED PAINT PROTECTION" is written in a large, grey, sans-serif font, centered in the upper half of the advertisement.

**TECHNOLOGICALLY  
ADVANCED PAINT  
PROTECTION**

A paragraph of text describing the benefits of SunTek PPF. The text is in a grey, sans-serif font. The phrase "technologically advanced protection" is bolded.

The innovative HydroResist™ self-healing top coat increases stain resistance and product longevity by limiting water and dirt accumulation on the film's surface. With outstanding optical clarity and easy installation, SunTek PPF offers **technologically advanced protection** and is backed by a 10-year warranty\*.

A small line of text providing details about the warranty. It is in a grey, sans-serif font.

\*10-year limited warranty includes labor allowance against cracking, bubbling or yellowing. Certain limitations apply; see authorized dealer for details.

A call to action in white, sans-serif font on a dark red background.

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A small line of text in white, sans-serif font on a dark red background.

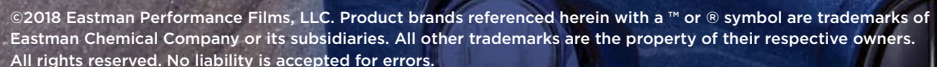
\*\*Limit one sample roll of SunTek Paint Protection Film Ultra per dealer. Available while supplies last.

The website address "suntekfilms.com" is written in a white, lowercase, sans-serif font.

**suntekfilms.com**

The Eastman logo, featuring the word "EASTMAN" in a bold, red, sans-serif font.

**EASTMAN**

A small line of text in a grey, sans-serif font at the bottom of the advertisement.

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## This is Insanity: The Good Kind

It just seems like it's been hotter this year than any other and perhaps that's the reason our phones are ringing, and our sales have never been better!

Yeah; I'm bragging a bit, but we are almost two times ahead of last years sales and since I can't quite figure out what I have been doing right; nevertheless, I'm going to take full credit for these incredible results.

They say that the definition of insanity is doing the same thing and expecting different results. Well I've been doing the same thing and getting better results. I'll take being insane for the moment.

I think some old baseball player said, "You're never as good as you think you are when things are going great and you're never as bad as you think you are when they are going terrible!"

So right now, let me think that we are the greatest of all time!

This is a strange, exciting and frequently frustrating business.

We are dependent on the weather, the economy, the time of year and a host of other influences including kids going back to school.

And we all have competition!

Perhaps that's why I've resolved to be less combative in 2018 than I've ever been before.

I used to live my life looking for an argument or debate. There was no issue that I didn't seem to have an opinion about nor window film slight I didn't take personally. I used to be offended if someone exaggerated what their film could do. I'd be the first to recite anti-trust rules when dealers started talking about



**“They say that the definition of insanity is doing the same thing and expecting different results. Well I've been doing the same thing and getting better results. I'll take being insane for the moment.”**

pricing. I was that “guy!”

Now.

I lurk around window film social networks watching folks argue about one thing or another. I read their harsh words or boasts; but I stay out of the fray.

It's not my fight and it's certainly not my job to set the record straight or press my finger on the scales of any debate.

Oh no, I'll just let one window film guy fight against the other window film guy, or let that dealer complain about that manufacturer and just stay out of it.

Let's hope I can keep this new attitude and don't try arguing with me about it!

WF

**Mike Feldman is the president of Advanced Film Solutions in New Port Richey, Fla.**

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Steve Pesce, President  
New York Window Film Inc  
Farmingdale, NY



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## Three Free Ways to Stand Out

As you read this article, you may be walking through the 2018 Window Film Conference & Tint-Off exhibition hall, or taking in one of the many educational workshops being offered this year. Industry events are a fantastic forum in which to network with colleagues from different locations, learn about the market's newest product offerings, and make sure you're staying on top of the latest developments in window film. But have you considered how especially valuable your participation in these meetings can be...when deployed as a unique marketing strategy?

Maximizing your investment in professional conferences by leveraging them to create a competitive local advantage, is a smart and economical way to continue to reap the returns. Here are three easy ways to get started.

**Set yourself apart with a commitment to continuing education.** By positioning yourself as a leader in your field, who is constantly striving to stay on the cutting-edge of market trends, you have, in essence, designed a free differentiator for your company. Turn what you learn in seminars into blog content or lunch-and-learns with your own network. Assure current

and future clients of your knowledge and professionalism, especially when such a huge opportunity still exists to build awareness for window film.

**Add extra credibility to your work by communicating your technical achievements.** When you share that you're confident enough in your skills to compete against industry peers from around the world, your community will take note. Enlarge high-quality photos from your competition rounds and display in the shop, and make sure your clients, social readers and local media are the first to know of any awards you receive. At our company we aim to equip our partners with the assets and guidance they need to best market their own companies and successes—let us know how we can help.

**Promote your presence at events over social media.** Not only are you delivering unique content—favored by search engines and social platform algorithms alike—but featuring your participation online shows potential clients that you prioritize the time and effort required to further your own experience and that of your industry. Live-streaming your time at a conference also helps to engage your Facebook, Instagram or Twitter audience in a dynamic new way.

Remember to use any designated event hashtags so other attendees can easily find your content, too.

WF

Kendall Combs is the general manager of thin films at Solar Gard.

-  1 Set yourself apart with a commitment to continuing education.
-  2 Add extra credibility to your work by communicating your technical achievements.
-  3 Promote your presence at events through social media.

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## How to Build a Great Culture

Some of the hardest things in business sometimes are not about business at all. You could have the best profit margins in the world, run a financially successful business and still have a poor culture. Having a list of awards on the wall is great but it doesn't mean you run a great company. Profit is important, of course, but having employees that care about the company, that support each other every day and truly enjoy coming to work is the holy grail of business success in my world.

Problem is, it's hard. Really hard. And something that needs attention every day as you run your company. If it was as easy as a ping pong table in the office and some snacks in the break room we would all have great cultures. Culture is made up solely of the people that exist in that company. Culture is also fluid, meaning it changes with each addition and each subtraction of every employee. Adding one toxic employee can have a rippling effect throughout your company.

There are many things you can do to help create a positive culture but here are just a few.

### Start From the Top

The culture of a company starts at the top. If you own your own company you are 100 percent responsible for the culture that exists whether good or bad. That means as an owner you have that control and the decisions you make will shape and define your culture for years. The way you treat your employees and the tone you set



“Customers will not love a company until the employees love it first.”

will be filtered down and employees will take cues from how you conduct yourself every day. With my business model of acquiring companies, employees are one of the biggest assets. Without getting to meet the employees before we acquire, understanding the type of owner I am working with is crucial to making a good deal because most of the time a great owner means great employees.

### Don't Make Exceptions

Typically when you have a toxic employee who is an average worker letting them go is not too difficult. You may have an employee who hits it out of the park, whether

in sales, installation, etc. but he's toxic to the culture of the company. Often times toxic employees can be overlooked because they are bringing the company so much in revenue. Although it's hard and the company may take a hit in the short term, it is critical that the company standards apply to all employees regardless of the dollars they are producing. Short term the company may survive but long term it will produce a negative effect on all the employees and ultimately the culture of the company.

### Stay Positive

When things go wrong in business it causes us to react mostly in a negative way. Our employees will feel that. If employees keep hearing negativity without any positivity it can cost you a great employee. Try to put a positive spin on a negative situation. Employees will take cues from the leader in these situations and everybody will be better equipped to handle difficult situations down the road.

Striving for a great culture is not only the right thing to do but it's also great for business. One of my favorite sayings is, “Customers will not love a company until the employees love it first.” The culture of a company will never be perfect but being aware of your culture, conscious of the tone you want to set, and working on it daily will help to shape and define your culture for the years to come. WF

Matthew Darienzo is the CEO of Solar Art in Irvine, Calif.



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# NewsPulse

Top Stories from windowfilmmag.com | Edited by Emmariah Holcomb

**What were WindowFilmMag.com's top stories since our last issue? These were the headlines that grabbed the industry's attention:**

## New Owners Purchase 44 Tools and Performance Auto Spa

**1** Performance Tool Distributing (PTD), known as 44 Tools and Performance Auto Spa (PAS), has two new owners. Bill Valway, owner of AP Corp., of Sykesville, Md., and Bo Ryan, president and chief operating officer of 44Tools, have joined together to purchase PTD of Plain City, Ohio.



► Visit [windowfilmmag.com](http://windowfilmmag.com) and search the key phrase, "44 Tools" for more information.

## Guinness World Record for Tinting Set

**2** Thousands of car windows are tinted every day, but have you ever stopped to think about how many windows could be tinted in an eight hour work day? That was the question that motivated XPEL and dozens of window tinters to set a record in the Guinness Book of World Records on Sunday, July 29.

► Visit [windowfilmmag.com](http://windowfilmmag.com) and search "Guinness World Record" for more information.



## Businesses Can Be Affected by Auto Tint Laws

**4** Businesses across the country can be affected by auto tint laws, but the first step is understanding them. The International Window Film Association (IWFA) hosted a webinar explaining the differences between different types of laws and how they impact the industry.

► Visit [windowfilmmag.com](http://windowfilmmag.com) and search the key phrase, "Tint Law" for more information.



## Security Cameras—A Benefit for Show Owners

**3** It's not uncommon for some customers to become hesitant at the thought of leaving their car at a shop overnight. But there's something that more and more shop owners have to help them keep an eye on things ... security cameras.

► Visit [windowfilmmag.com](http://windowfilmmag.com) and search the key phrase, "Security Camera" for more information.



## Begin Using This Overlooked Google Local Marketing Tool

**5** Blogger Patric Franks talks about how businesses may use their Google my business listing, as a valuable tool for local marketing. If you do not have one of these set up currently, he recommends doing this immediately.

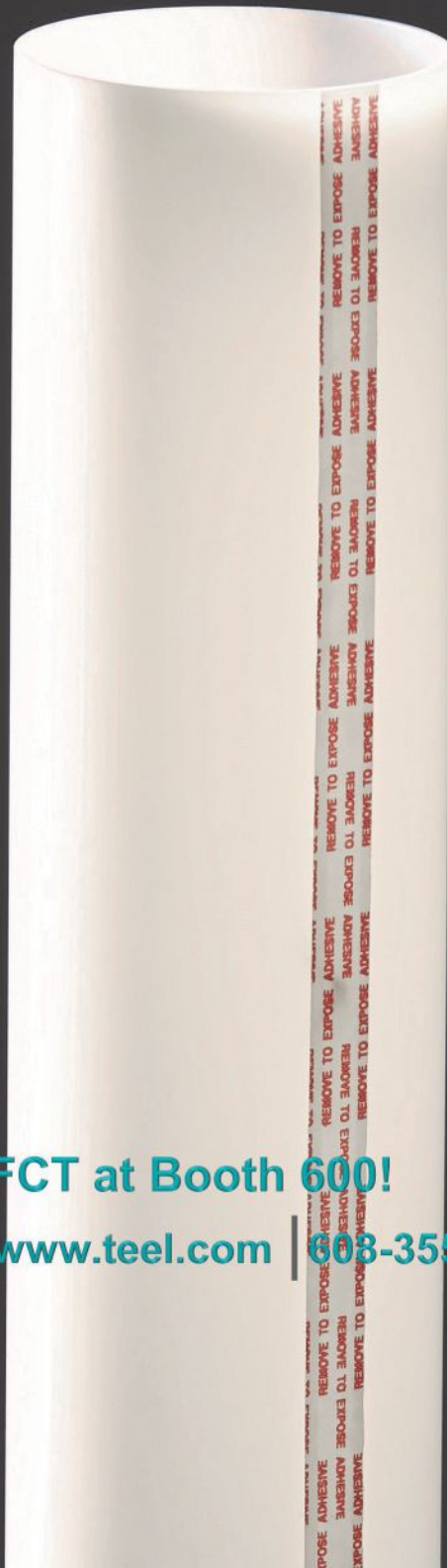
► Visit [windowfilmmag.com](http://windowfilmmag.com) and search the key phrase, "Marketing Tool" for more information.

For the full stories, go to WindowFilmMag.com and enter the keywords into the search bar. While there, stay up with all the Window Film News by signing up for our free weekly e-newsletter. WF

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## The Shelf Life of Security Films

According to a 2016 report from the Department of Justice, in the United States, approximately 1.9 percent (2.6 million) of all households experienced a burglary and 7 percent (9.3 million) experienced a theft<sup>1</sup>. Approximately 58 percent of burglars use forcible entry to gain access through a door or window causing an average property loss of \$2,361<sup>2</sup>.

There are many safety and security window films and attachment systems that make breaking and entering difficult by utilizing a clear, flexible, multi-layer film that helps keep the window in the frame even when the glass breaks. Recent testing has shown that no such product can deter an unwanted individual for as long as two minutes.

The main purpose of security window films is to ensure safety by holding the glass together in the event of a break-in or severe weather. Overall, product selection is key, and consumers should purchase security window films that are backed by a comprehensive warranty, certified installation company, and trusted manufacturer. In order for the films to perform to the best of their ability, the correct installation practices must be followed so the window film is properly adhered to the window surface without bubbles or peeling. Furthermore, the window itself must also be crack- and damage-free before the installation occurs.



**Security film can last up to 20 years, and it is vital that dealers pass on any warranty and all cleaning instructions to the customer.**

When cared for correctly, the life of security films can span up to 20 years, providing the same strength as the day it was installed from a performance perspective. The timeline of efficacy depends on the care and maintenance that the film is subjected to on a regular basis. To ensure optimal performance and increased lifespan, both home and business owners should follow proper cleaning practices. Once installed, window film owners should refer to the specific product warranty for additional cleaning and care instructions. So, dealers, don't forget to pass on this important information to the homeowner or business owner.

As most security window films are typically effective for up to 20 years, they do not need to be replaced frequently unless damage occurs. However, if the film begins

to show signs of wear, such as peeling from the glass or if bubbles appear, it will not perform properly and could decrease the film's protection properties. If these issues occur, the window film should be replaced as soon as possible to ensure performance. Be sure to check with the manufacturers as some of these issues are covered in the warranty. Moreover, if any glass breaks or the film and the attachment system separate, the security window film should be replaced as soon as possible, as it is no longer effective.

Hopefully this information helps you the next time you are selling the benefits of security film for any application. **WF**

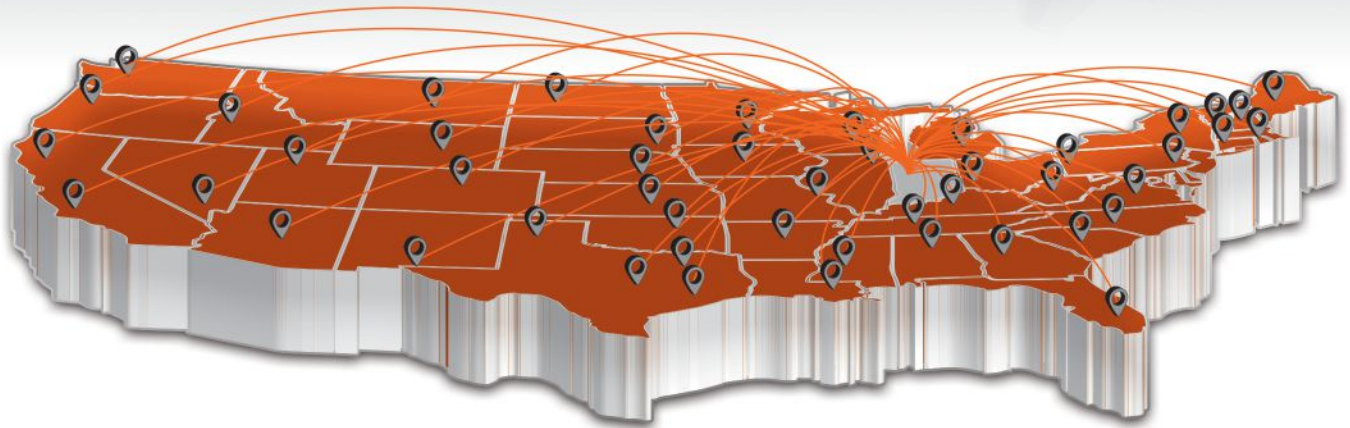
**Jake Oberle is the U.S. marketing supervisor for 3M Window Film and Architectural Finishes.**

1. <https://www.bjs.gov/content/pub/pdf/cv16.pdf> 2. <https://www.bjs.gov/content/pub/ascii/vdhd.txt>

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# NEW Products

at WFCT

## Avery Dennison – Booth #605

### Introducing Vela Window Technology

This year Avery Dennison will introduce Vela window technology. The Dynamic Display System enables interior windows to be transformed into privacy screens, erasable whiteboards or interactive displays. It works by placing a thin, transparent film over glass panes, according to the company. The Technology can be used for home, office, educational, hospitality, healthcare or retail environments.



The film is designed with a pressure sensitive adhesive on one side for a wet application and a scratch-resistant coating on the other. In the absence of an electrical current, the liquid crystal particles disperse randomly, which results in an opaque appearance. Activating the film introduces electricity to it, which causes the liquid crystal particles to adjust in a manner that permits light to cross the film and results in a transparent state.

► [www.averydennison.com](http://www.averydennison.com)

## Madico Inc. – Booth #519

### Black Pearl® Automotive Film

Madico Inc. will show off its latest addition to its line of automotive films, Black Pearl® Nano-Ceramic.



The new film uses nano-ceramic technology to provide up to 87 percent infrared heat rejection, increasing comfort, reducing glare, and keeping vehicle interiors cooler.

It has high conformability for easier installations. The film is available in different shades and holds broken glass together, while protecting interior surfaces from excessive UV exposure.

► [www.madico.com](http://www.madico.com)

## Lerma Film Crew - Booth #534

### Installations and Project Management

Lerma Film Crew will tell attendees about its services including project management and strategy-driven installation. Its



project management team includes veteran managers that help complete more complex installations, as well as work to improve the company's overall efficiency. The company says its strategy-driven installation process has been effective since the early '90s and helps to promote Lerma's quality.

► [www.lermafilmcrew.com](http://www.lermafilmcrew.com)

## PremiumShield—Booth #554

### PremiumShield Elite SH



PremiumShield Elite SH will be on display and this is an installer-friendly self-healing film featuring superb chemical and stain resistance, according to the company. It is extremely flat, glossy and optically clear with a lifetime warranty.

► [www.premiumshield.com](http://www.premiumshield.com)

## Source One Digital – Booth #401

### Two New Custom Window Film Finishes

Source One Digital, the creator and manufacturer of the CreativeFX line of custom printed window films, added two new finishes, TransparentFX and PrivacyFX. TransparentFX turns colors, shades, and fades from soft focus to a clearer, see-through like appearance. While PrivacyFX are custom designed gradients, shades, or fades that provide various textures, dusted, or frosted appearances that can be used to control light and privacy.

► [www.customwindowfilms.com](http://www.customwindowfilms.com)

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# 15

*the*

## TO EMULATE



**T&T Tinting, number 7 on the list, has 51 percent of its business coming from automotive jobs such as this one.**

Rank	Company	City, State	Website	Locations	2016	2017
1	Window Film Depot	Marietta, Ga.	<a href="http://www.windowfilmdepot.com">www.windowfilmdepot.com</a>	26	\$8.0	\$10.1
2	National Glazing Solutions dba NGS Films and Graphics	Atlanta	<a href="http://www.filmsandgraphics.com">www.filmsandgraphics.com</a>	2	\$8.0	\$9.7
3	Campbell Window Film	Huntington Beach, Calif.	<a href="http://www.campbellwindowfilm.com">www.campbellwindowfilm.com</a>	1	\$6.0	\$6.8
4	Absolute Perfection Inc.	Sykesville, Md.	<a href="http://www.apcorp.com">www.apcorp.com</a>	2	\$3.1	\$5.5
5	Solar Art*	Irvine, Calif.	<a href="http://www.solarart.com">www.solarart.com</a>	5	\$5.6	\$6.0
6	Protective Solutions/AutoNuvo	Holliston, Mass.	<a href="http://www.protectivesolution.com">www.protectivesolution.com</a>	3	\$5.0	\$5.3
7	T&T Tinting Specialists Inc.	Honolulu	<a href="http://www.tntinting.com">www.tntinting.com</a>	2	\$3.8	\$4.7
8	New York Window Film Co.	Farmingdale, N.Y.	<a href="http://www.nywindowfilm.com">www.nywindowfilm.com</a>	1	\$4.5	\$4.7
9	ClimatePro	Rohnert Park, Calif.	<a href="http://www.climatepro.com">www.climatepro.com</a>	3	\$3.1	\$3.6
10	SunStoppers	Matthews, N.C.	<a href="http://www.sunstoppers.com">www.sunstoppers.com</a>	9	\$2.7	\$3.0
11	Eclipse Window Tinting	Cincinnati	<a href="http://www.321tint.com">www.321tint.com</a>	1	\$2.2	\$2.8
12	Auto Paint Guard Inc.*	Tampa, Fla.	<a href="http://www.autopaintguard.com">www.autopaintguard.com</a>	1	\$2.4	\$2.6
13	Advanced Window Solutions	Cortlandt Manor, N.Y.	<a href="http://www.advancedwindowsolutions.com">www.advancedwindowsolutions.com</a>	1	\$2.0	\$2.2
13	The Tint Guy Window Tinting*	Atlanta	<a href="http://www.thetintguy.com">www.thetintguy.com</a>	1	\$2.1	\$2.2
14	Advanced Film Solutions	Lutz, Fla.	<a href="http://www.advancedfilmfl.com">www.advancedfilmfl.com</a>	1	\$1.6	\$1.8
15	Advanced Tint Co./RPM Superstore	Richmond, Va.	<a href="http://www.advancedtint.com">www.advancedtint.com</a>	2	\$1.3	\$1.5

\* Company did not release 2017 revenue numbers so this is WINDOW FILM magazine's estimate of 2017 revenue.

# 2018's Top Window Film Dealers

by Tara Taffera

If the revenue posted by WINDOW FILM magazine's 2018 list of Top Dealers is any indication, the window film industry continues on its trajectory of growth. In fact, we expanded our list this year from 10 to 15 companies, as there were additional dealers posting impressive numbers.

Marietta, Ga.-based Window Film Depot, which has 26 locations, took the number one spot this year with \$10.1 million in revenue in 2017. National Glazing Solutions, located in Atlanta and with two locations, was second in revenue with \$9.7 million.

Eleven of the top 15 dealers increased sales by at least 10 percent. Absolute Perfection saw the

largest increase—77 percent—by a large margin.

Four others—Eclipse Window Tinting, Window Film Depot, T&T Tinting Specialists and National Glazing Solutions—increased revenue by more than 20 percent.

Overall sales among the top dealers increased 17 percent. By application, growth was relatively consistent among all segments. Commercial work increased 18 percent, followed by residential (16 percent) and automotive (15 percent).

The list includes two first-timers, both heralding from the South—SunStoppers and Advanced Tint Co.

Last year, WINDOW FILM featured a group of companies that experienced rapid growth. A few of those

made the move to our top 15 in 2018, and those are noted in our chart.

All of the dealers were selected based on their self-reported 2017 sales. A few companies did not confirm their figures, and WINDOW FILM estimates those numbers based on overall industry growth. Those companies are denoted by an asterisk next to their listing.

If you think your company may qualify as a top dealer, contact Tara Taffera at [ttaffera@glass.com](mailto:ttaffera@glass.com) to be considered for next year's list.

We have also compiled some top projects from three of our top dealers. So check those out in the following pages.

*continued on page 22*

Years in biz	Employees	% Commercial	% Residential	% Automotive	2017 Rank	% Change 16-17
27	35	90%	5%	5%	tied for 1	26%
9	26	100%	0%	0%	tied for 1	21%
31	35	75%	25%	0%	2	13%
17	28	35%	15%	15%	7	77%
34	29	85%	15%	0%	3	7%
19	40	10%	15%	75%	4	6%
36	30	29%	20%	51%	6	24%
28	24	75%	25%	0%	5	4%
39	16	60%	40%	0%	8	16%
12	19	0%	25%	75%	first timer	11%
24	13	15%	20%	65%	10	27%
18	7	0%	0%	100%	9	8%
24	8	90%	10%	0%	1 in rapid growth	10%
32	13	35%	20%	46%	10 in rapid growth	5%
11	10	52%	35%	13%	9 in rapid growth	13%
33	14	15%	15%	70%	first timer	15%



# Campbell Window Film

Huntington Beach, Calif.



**Top:** Campbell Window Film offers residential installations utilizing its solar control and daytime privacy films.

**Window Install:** Campbell says Jorge Diaz, is one of the company's best installers, and has been with them for more than ten years.

**Truck:** The company's employees stay busy driving its trucks to various locations to perform a variety of tint jobs.

**Bottom:** Campbell Window Film installed its products on the City National Plaza in Los Angeles.



continued on page 26

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**Top:** Four of these race cars are wrapped in XPEL's paint protection film, and were part of the recent Gold Rush Rally.

**Middle:** The SunStoppers team in Charlotte, N.C., after setting a Guinness Book World Record for most car windows tinted in a day.

**Bottom Left:** The Monster energy car, driven by Kurt Busch, was wrapped in paint protection film by XPEL and then wrapped with 3M satin black with graphics tinted with XR plus film.

**Bottom Right:** A SunStopper installer works on an architectural job for a national retailer.



# SunStoppers

Matthews, N.C.



---

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### TESTIMONIALS

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"Patric Fransko and the team at Eye Magnet Management offered my company not only top level marketing expertise, they truly understand the window film industry. That is why Michigan Glass Coatings is happy to have Eye Magnet Management in our corner."

Ed Golda / Michigan Glass Coatings

"Eye Magnet Management is very professional and easy to work with. They worked hard to make sure everything was perfect and I was very pleased. They responded quickly and completely and asked great questions to get a complete understanding of what I wanted and needed. I would highly recommend Eye Magnet to anyone."

Paul Taucher / Solar Control of Jackson



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# T&T Tinting Specialists Inc.

Honolulu, Hawaii



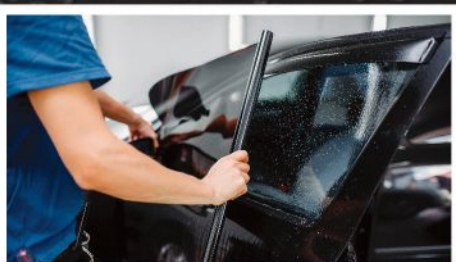
**Top:** The majority of the T&T Tinting Staff at the company's main/airport location. **Middle Left:** The Classic 1965 Ford Cobra, installing LLumar Self-Healing PPF to the front facing painted surfaces to protect custom paint job. **Middle Right:** T&T offers various tropical glass graphics, and this install is a popular one that was installed at the Hale Koa Hotel, Waikiki Hawaii. **Bottom:** New 2018 Porsche S in for FormulaOne Stratos Ceramic Film, AIR 90 on the front windshield and LLumar Self-Healing PPF for entire front clip. WF

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# The International Window Film Conference and Tint-Off™

# Up Your Game

## No Better Place Than at WFCT

**T**he International Window Film Conference and Tint Off (WFCT) has a multitude of ways for industry members to improve their craft—something crucial for companies to thrive and improve their business. You can watch the multitude of competitions taking place on the show floor—automotive, architectural, paint protection film and customer service. You can talk to exhibitors about the latest products they have to offer, and even inquire about future developments. You can attend no less than 16 seminars over the course of two days. There are so many more educational and networking opportunities so look at the next several pages and map your show strategy to get the most out of this event.

### Study Your Sponsor List

Your plan of attack for what companies to see should include a look through the list of sponsors on pages 32 and 33. If you are looking for a sampling of some of the new products on display, turn to page 18 to do your research. The sponsor list includes returning and new companies such as SoakShield, MotoShield Pro, Armolan USA, HEXIS® and Fusion Tools. If you aren't familiar with these companies, you will definitely want to make a stop at their booth.

Fusion Tools will showcase its full product line, and release some new products at the show—some of which they use in their own tint shop.

“Our goal as a company for the past couple of years has been to offer more support and education to the industry,” says Jordan Campbell, vice president. “It’s truly our passion to help our clients and peers grow and succeed. We feel that education in the industry is vital and that

the WFCT is important because it helps bridge the gaps between installers, distributors and the public.”

### Watch, Listen and Learn

With every year there are new and returning individuals in the competitions, and all are equally as excited and likely a little bit nervous. And the competitors hail from across the globe. One of those returning to the PPF competition is Phuong Tran from The Tint Studio in Alberta, Canada.

“Competing, in my opinion, keeps me in check,” he says. “It lets me know that there is always room to improve. There is always something new to learn and it gives you a whole new perspective on your own skills.”

He has high hopes for his chances to make it to the finish line. “I’m looking forward to doing well in the competition and hopefully make the top three,” he says.

And competing isn't the only reason to attend for Tran. “Besides learning from the competition, you get to meet new installers and like-minded people in the same industry,” he says.

Christian Carvalho, from Film Star in Brazil, is making a return, but is also a newbie of sorts. This will be his fourth time competing in the automotive division but his first time in the architectural category.

*continued on page 32*

### Shuttle Service

For a full shuttle schedule available from host hotels to the Henry B. Gonzalez Convention Center visit

[https://windowfilmmag.com/wfct/pdf/Online\\_Bus\\_Schedule\\_Final.pdf](https://windowfilmmag.com/wfct/pdf/Online_Bus_Schedule_Final.pdf)





## Top Retailers Ambassador Lounge sponsored by Lerma Film Crew

Be sure to stop by the Top Retailers Lounge located in booth 450 to have a cup of coffee and meet one of the country's top retailers. Throughout the show, different top dealers will serve as ambassadors and spend time in the lounge to visit and chat. So feel free to stop by this center of industry knowledge, sponsored by Lerma Film Crew.



# Learn from Two Dynamic Keynote Speakers

## Richard Rawlings

*Host, Fast N' Loud*

**Moderated Q&A: Running**

**Your Business Loud and Fast**

**Thursday, September 27 • 11:15 a.m. - 12:15 p.m.**

*Meeting Room 214C*



Join us as Richard Rawlings, the host of the wildly popular *Fast N' Loud* on the Discovery Channel and owner of Gas Monkey Garage in Dallas, provides an amazing session at WFCT 2018.

A true entrepreneur, Rawlings started with nothing but a vision based on his passion for cars and has since grown his Gas Monkey Garage, which includes its full service car restoration business and serves as the home base for his flagship show on *Fast N' Loud* on Discovery Channel. On his show, Rawlings searches the far flung corners of Texas and surrounding states for forgotten and derelict classic cars to buy and restore at his famous Dallas garage. His other shows on Discovery include *Misfit Garage*, *Garage Rehab* and *Demolition Theater*. Additionally, his Gas Monkey Garage brand includes restaurants, a live music venue, Gas Monkey Garage apparel, its own brand of tequila and an energy drink. Rawlings also has a number of corporate partnerships including

Dickies, Havoline and Advance Auto Parts.

Rawlings is a veteran of transcontinental road rallies, winning the Gumball 3000 and the Bullrun—twice. He is the current world record holder in the Cannonball Run and was even recognized by Jay Leno for this achievement. He broke the record that stood since 1979, covering 2,811 miles from New York to Los Angeles in 31 hours and 59 minutes, with an average speed of 87.6 miles per hour.

Prior to his success with his TV shows and car restoration business, Rawlings held down several jobs which allowed him to pursue his passion for cars. He was a firefighter, police officer and paramedic, all before he was 21 years old. He eventually left those jobs to start his own business, building a printing and advertising company from the ground up. He later sold this business to establish Gas Monkey Garage. This is your chance to ask Richard questions during this extended Q-and-A conversation.

## Michael Robinson

**The Future of Automotive Design**

**Friday, September 28**

**11:00 a.m. - 12:00 p.m.**

*Meeting Room 214C*

Mr. Michael Robinson is the CEO and design director at ED Design srl in Torino, Italy where he is working on intelligent glass inside the vehicle. In his speech he will review how intelligent glass will influence society in the next 25 years and how vehicle design will change. During his illustrious career, Michael has served as a design director at Bertone, Fiat and Lancia.



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*\*As of August 28. Please visit  
[www.wfctevent.com](http://www.wfctevent.com) for current  
list of all our sponsors.*

# The International Window Film Conference and Tint-Off™

"I decided to compete the first time to meet the quality level of the participants of the various countries, to learn new techniques and see the products that arise year after year," he says. "I decided to return this year because I learned a lot seeing the older competitors with their techniques and tools. This year I hope to see the friends I made in the past years."

WFCT continues to expand each year and 2018 is no exception, as organizers added a new competition this year: World's Best Customer Service Representative (CSR). Weatherly Mattie, customer service specialist, U.S. Film Crew will be one of those vying for the prize.

"I chose to compete in the CSR competition simply because I love my customers," she says. "I love meeting them, hearing their stories, and I love helping them

find solutions to what they are looking to accomplish with window film. In business, to me, customers are everything because without them, we have nothing. I look at them as a part of our crew and want to provide them with an exceptional experience from start to finish. I am always looking to grow and improve, so I figured the CSR competition would be a fun and creative way to test my skills and gain feedback on areas I need to work on."

She is also looking forward to meeting new people and building industry relationships.

"It's also a great time to build my personal knowledge of the industry through the classes and seminars," says Waverly. "I will definitely be taking advantage of those resources that are made available."

## Educational Seminar Line-Up



### Thursday, September 27

**8:15 a.m. – 8:45 a.m.**

**WFCT Opening Session and Window Film Hall of Fame Induction Ceremony**

*Meeting Room 212*

Come for an overview of all that the International Window Film Conference and Tint-Off has to offer, along with an update from WINDOW FILM magazine about the state of the industry. Then the newest member will be announced and inducted into the Window Film Hall of Fame, the industry's highest honor.

**Speakers:** *Debra Levy, Tara Taffera and Casey Flores of Key Media & Research and WINDOW FILM magazine.*

**8:45 a.m. – 9:00 a.m.**

**Tint Talk: Travis Smith**

*Meeting Room 212*

**9:00 a.m. – 2:15 p.m.**

**The "Wow" Summit: Peer Learning at Its Best**

*Meeting Room 212 unless noted otherwise*

Join us for an amazing day of education—taught by the people who know how to run successful window film companies best. Owners and managers from the

top retailers in the country are sharing their ideas, experiences and secrets for success with you. Don't miss this amazing chance to learn from people who know exactly what it takes to grow a successful film company.

**9:00 a.m. – 9:30 a.m.**

**Future Shock: The Coming Changes in the Window Film Industry**

This timely session will provide an overview of the changes you'll face in the window film industry in the years ahead. You'll learn not only what those changes are but how you can position your company for growth in some ways and protect your company in others.

**Instructor:** *Patrick Coyle, co-founder, NGS.*

**9:30 a.m. – 10:15 a.m.**

**Growing a Successful Security Film Business**

No segment of the industry is faster growing than security film, yet it is a business that dealers avoid. This session will remove the myths around security film sales and show you steps to take to grow that business segment. You'll learn how to approach clients, clearances you need and more. Learn how to grow your security film business.

**Instructor:** Brad Campbell, president of Campbell Window Film of Huntington Beach, Calif., one of the largest security film dealers in the country and Mike Feldman, president of Advanced Film Solutions in Port Richey, Fla.

**10:15 a.m. – 10:30 a.m.**  
**Break**

**10:30 a.m. – 11:00 a.m.**  
**Profit from the Power of PPF**

Paint protection films (PPF) burst on the scene a few years ago and many film dealers have successfully integrated PPF into their offerings. If you are considering adding PPF to your product line, this session will help you understand what it takes to do so successfully. And, if you are already in the PPF business, you will learn how to grow it more effectively and quickly.

**Instructor:** Chris DiMinico, president, Protective Solutions/AutoNuvo, Holliston, Mass.

–CONCURRENT WITH–

**10:30 a.m. – 11:00 a.m.**  
**Decorative Update**

**Meeting Room 213 B**

Decorative film encompasses so much more than you may think and its possibilities are endless. Come hear one of the most successful dealers in the country explain the trajectory of decorative and how to “blow it out” way beyond what your expectations for sales and profit are. Diversification will also be discussed.

**Instructor:** Bill Valway, CEO of Absolute Perfection Window Tinting, headquartered in Sykesville, Md.

**11:15 a.m. – 12:15 p.m.**  
**Richard Rawlings** (See keynote on page 31)  
**Meeting Room 214C**

**12:15 p.m. – 1:15 p.m.**  
**Lunch on your own**

**1:30 p.m. – 1:45 p.m.**  
**Tint Talk: Sergio Shmilovitch**

**1:45 p.m. – 2:30 p.m.**  
**Getting the Most from Your Manufacturer Relationships**

The owner of one of the largest window film companies in the country discusses how you can best work with your suppliers to advance both your business and theirs. He discusses how to leverage manufacturer literature and other marketing aids, how to take advantage of advertising allowances, co-op programs and much more. You won't want to miss this session.

**Instructor:** Steve Pesce, owner, New York Window Film Company, Farmingdale, NY.

**Friday, September 28**

**7:30 a.m. – 8:30 a.m.**  
**The Telephone Doctor: Turning Price Shoppers Into Sales**  
**Meeting Room 214C**



It may seem like it's all about price, but it's not. Your potential customers ask you about it because they don't know what else to ask. This workshop will teach you how to overcome price objections and change the conversation to what's really important in window film and PPF applications. Find out that when price shoppers understand what's important, they choose YOU!

**Speaker:** Nancy Friedman is one of the country's foremost experts on customer service, communications and telephone skills and the president of Telephone Doctor in St Louis, Mo.

**IWFA Education Day**



Seminars are sponsored and the content provided by the International Window Film Association.  
**Meeting Room 212 (all IWFA sessions)**

**8:30 a.m. – 9:45 a.m.**  
**Utilizing QuickBooks**

This session is for everyone, whether you are a long time user or new to the software, you will learn to take QuickBooks accounting software to the next level. Use it as a platform for your entire window film business by taking advantage of the point of sale, inventory tracking and appointment scheduling tools. A question-and-answer session will follow.

**Instructor:** QuickBooks trainer Charlie Perrin of MFCPATX in San Antonio, Texas.

**9:45 a.m. – 10:45 a.m.**  
**Taking Content to the Customer**

Learn not only what materials and communication channels are available and being used on a national or regional basis by the International Window Film Association, you will also be shown how you can either use these directly in your local marketplace or tie in your local promotion to that being done on a larger scale. See what your industry association has ready for your use today and become a part of a larger marketing campaign.

**Instructors:** Erin Vadala, senior vice president of Warner Communications, public relations firm for the IWFA and Constance L. Barrera, owner of Momentum Administrative and Marketing Services, Inc. Her company currently manages the IWFA dealers and distributors media platform.

continued on page 36

# The International Window Film Conference and Tint-Off™

**11:00 a.m. – 12:15 p.m.**

## **IWFA Update**

There is a lot happening in the window film industry. New tint laws taking shape, new opportunities for window film use in various markets, and trends in building codes and practices which can impact our industry for the future. From getting window film approved for use on large trucks to making sure that film is considered for the appropriate use in school and government projects, there are many areas where the International Window Film Association is working on behalf of you and the industry, many times behind the scenes. Learn about the programs already underway and others which will just begin this coming year. Come develop a greater understanding of just what these activities can mean for your local business efforts, both today and tomorrow.

**Speaker:** Darrell Smith, executive director of the International Window Film Association. Darrell has been in the window film industry for more than 36 years. And he has authored or co-authored many of the generic educational materials used for industry training and for consumer information purposes.

**1:15 p.m. – 2:30 p.m.**

## **Window Film Dealer Panel**

No one understands your issues better than other dealers and the ones here will be discussing their personal experiences. Connect with fellow dealers and discuss the challenges for your business. Come listen and learn from select industry leaders with expertise on topics relating to window film. These panel members will lead discussions and take questions from attendees.

**Speakers:** for automotive: Jeff Cipolla of TintToU, Orland Park, Ill.; for architectural: John Parker of National Security and Window Filming Chicago; for PPF: Brodie Mathews of Deco Window Tinting in Denver, Col.

**Saturday, September 29**

**7:00 a.m. – 7:45 a.m.**

## **Morning Coffee with .... Dustin Anderson of HGTV's Fixer Upper**

**Meeting Room 214C**

Long before he was Chip and Joanna Gaines go-to-glass guy on the HGTV show *Fixer Upper*, Dustin Anderson opened his own glass company in Waco, Texas, and he's been facing the same struggles you do. Dustin has a strong passion for young people who enter the trades and will share with you his strategies for helping advance the glass industry as a noble profession, while finding qualified workers. He will also share some stories from how he got to be on HGTV and what it's been like for him since and how he works with designers.



**Speaker:** Dustin Anderson, owner of Anderson Glass in Waco, Texas, and a spokesperson for Glass.com®. Dustin has been in the glass industry since he could walk and he and his brother bought Anderson Glass from their father in 2001. He is probably best known for providing the glass and glazing services on the HGTV show *Fixer Upper*.

**8:00 a.m. – 8:30 a.m.**

## **Managing a Successful Window Film Business Long Term**

**Meeting Room 212**

Getting up early is more than worth it for the ideas, tips and pointers you'll receive from one of the country's most successful film company owners who has made educating his fellow film company owners his mission. You'll learn how to manage your business well, when and how to grow it—and when not to.

**Instructor:** Chris Robinson, founder and CEO of *The Tint Guy Window Tinting*, based in Atlanta.

**8:30 a.m. – 9:00 a.m.**

## **Selling to Architects and Designers**

**Meeting Room 212**

Architects and designers are among the most difficult customers to gain, but once you have a good working relationship, you become their resource for all things film. This class will explain the steps you'll want to take to develop that good working relationship that will expand your business exponentially.

**Instructor:** Gregg McKay, president of NuVue Window Film, based in Escondido, Calif.

**9:00 a.m. – 9:30 a.m.**

## **Grabbing the Higher End**

**Meeting Room 212**

Repeat high-end work—whether residential or automotive—is among the most difficult to get, maintain and cultivate. It's also among the most lucrative work you can do. Our instructor has made a career out of “going high” and cultivating high-end customers and jobs. Come find out how he did it and how you can too.

**Instructor:** Richard Puthoff, owner of *Eclipse Window Film* in Cincinnati, Ohio, and a *WINDOW FILM* magazine top retailer.

**9:00 a.m. – 10:00 a.m.**

## **Being the World's Best CSR and First-Ever Window Film CSR Competition**

**Meeting Room 213A**

Customer service reps (CSRs) are the heart of any window film company. They are the first people a customer talks to and can make or break a company's bottom line. Don't miss this first-ever Window Film Customer Service Representative Competition Finals.

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# Say It with COLOR

## Standing Out - How Decorative Window Film Steps In

by Emmariah Holcomb

It's impossible to venture far without seeing decorative window film. Large chain stores have incorporated them into their designs for years, but now it's not uncommon to see specialty and custom decorative films in offices, the hospitality industry and homes.

Experts agree—there has been an increase in demand for decorative window film in the past few years, especially with the use of a wide variety of colors. What made consumers shift into this market segment now?

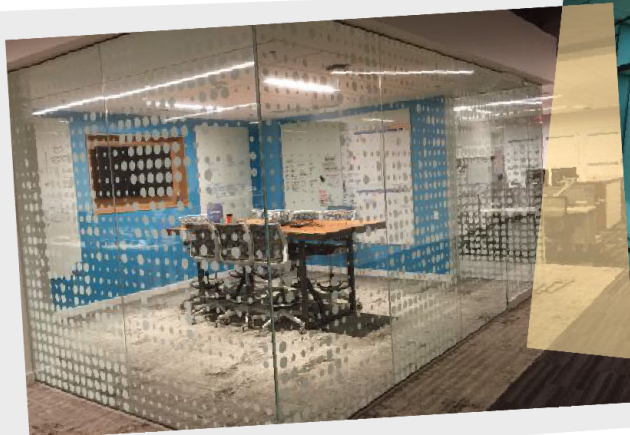
### BEING SEEN

Being well-known, seen and easily recognizable are things that all businesses strive for. And now a vast amount of industry owners take advantage of both customizing the outside and inside of their company. One common way they do this is with bold and distinctive colors.

"When businesses use decorative window film, branding has a lot to do with it. The films help establish the overall culture in a space," Zoilo Centeno, owner of VEGO Inc. says.

Companies aren't the only ones taking advantage of what colorful decorative film has to offer; it's even becoming more popular on the residential side.

"People are just getting into more artsy and decorative designs, it could be because they've seen businesses do it for such a long



**Even the slightest color or shading details on glass can make a once average space memorable.**

time. The main difference between then and now, is that it's gotten easier to produce, distribute and install custom colorful designs in decorative film," Richard Purdam, Solar Graphics owner, says.

There are also more unique colors available now that were not available years ago. "My company has many different shades of popular colors like blue and green, it helps us create custom colors and effects for our clients," Purdam says. "There was one time where we did a whole room in magenta, yes all pink—when the sun came into the room people could barely open their eyes because the color was that strong."

The hospitality industry is also weighing in on this form of color customization. "A lot of older places are getting renovated on the hospitality side, and they can't have shabby surfaces or an over-

all dull appearance because that weakens the overall experience their guests have with them," says Centeno. Having lackluster colors won't have the same positive effect on guests as bright and vibrant colors do.

"I think whether it is your home or your business using color lets people personalize their space," says Mike Pisano, president of Lux Graphic Imaging.

### BRANDING

If you can draw someone into a business and have a colorful image or look associated with it, the owner has a greater chance of getting customers. Even the slightest color or shading details on glass can make even a once average space memorable. "Fun, vibrant and interesting windows draw customers in, so one of the goals is to make storefronts look like bill-



Photo: VEGO Inc.



All Photos Except Otherwise Noted:  
LUX Graphic Imaging

boards to gain and maintain customer interest,” Purdam says.

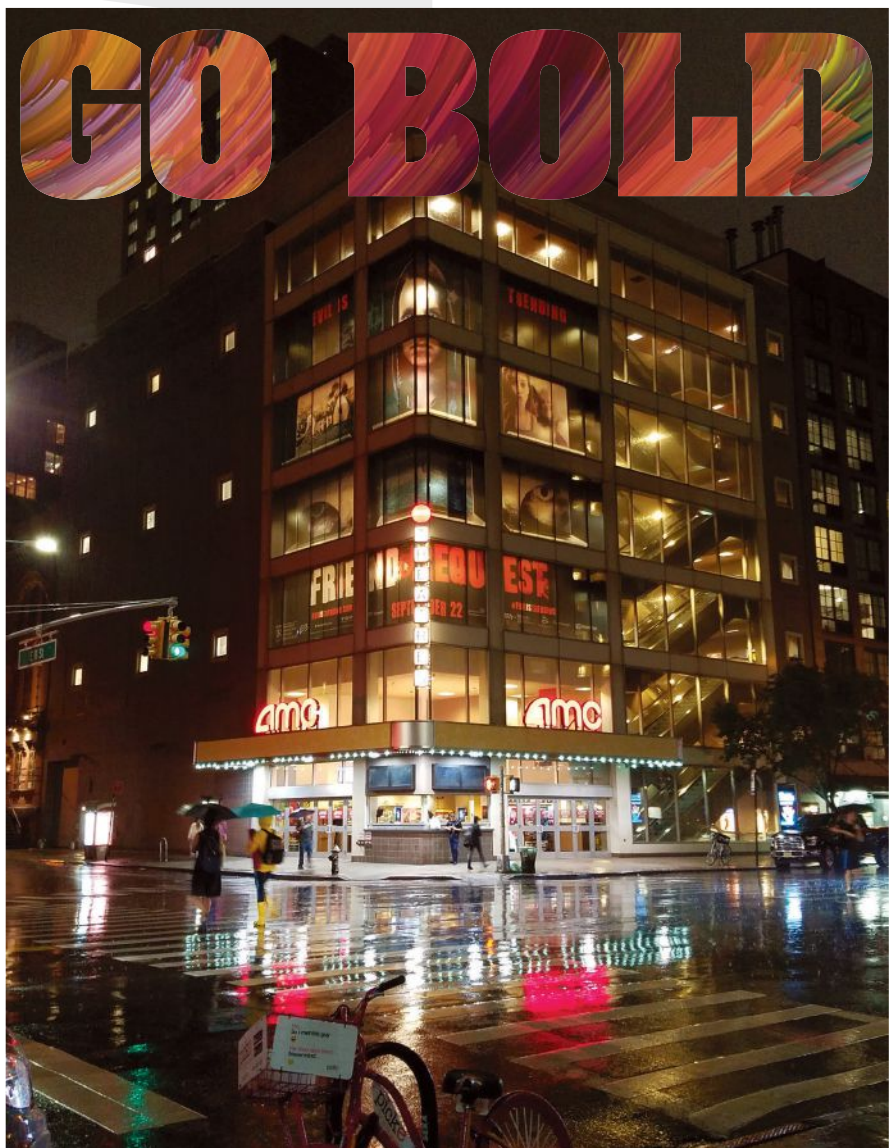
“More businesses are choosing frost designs to start off, but when we come in we can customize it by incorporating the company’s logo into it. Just a simple change with shading and hues can make a room or an office space unique,” Centeno says.

It’s also common to see large retail chain stores and smaller businesses use several colorful decorative film overlays per year. Seasonally changing the look of the store gives a fresh image for its customers and clients. “Another big benefit to having this type of film is the ease for remodels; there’s really no disadvantage,” Pisano says.

### DURABILITY

Being seen and remembered aren’t the only main factors associated with colorful decorative films; the overall strength plays a large role as well. When creating and installing colored window film began, it wasn’t uncommon to need a replacement film, or have it redone after just a few years. Now however, a person can get a custom project and have it last for decades without its colors getting

*continued on page 40*



It’s common to see businesses use several colorful decorative film overlays per year.

# COLOR

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ruined. "You can expect a longer life from the colors and overall window film because the materials are made so much better, and since they're built to last, more people are getting interested in it," Purdam says.

Where the personalization takes place dictates what coatings should be used. For example, a customer that is focusing on their business exterior might be interested in a darker color and tint that absorbs heat to help regulate the temperature inside as well as being energy efficient. "We have church windows that still look as good now as they did when we first installed them 27 years ago," Purdam says.

Conversely a person who has mainly focused on interior work could choose something that is a softer color and less prone to scratches.



Photo: VEGO Inc.

**Being seen isn't the only main factor associated with colorful decorative films; the overall strength plays a large role as well.**

## SURVIVING

The shift in using more custom colors has many installers and manufacturers actively trying to keep up with change in order to last in decorative window film. "Sometimes you have to change your product and adapt with the times in order to survive in the business," Purdam says.

The quicker a company can adapt, the easier it is for it to get and keep clientele. "Once someone asks you to start customizing

colors and designs, the customer is yours because it's much harder for competitors to recreate what you've already made," Centeno adds.

Surviving is only one part of continuing in the industry, you also need to be motivated. "One of my goals is to do more custom colors for buildings in the future," Purdam says.

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**Emmariah Holcomb is the editorial assistant for WINDOW FILM magazine.**

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# FilmStars

Installer Profiles | by Emmariah Holcomb

## Garret Hollis

### Two Loves: Family and Travel



There can be an endless amount of things a person loves or cherishes throughout their lifetime. Whether it be memories, friends or even a childhood pet, there are bound to be things that are near and dear to every person. For Garret Hollis his two loves are simple—family and travel subbing.

#### A Sub's Start

Sub is short for subcontractor and travel sub, in this context, is someone in the window film industry who travels from city to city for work. "I have a lot of friends in other towns and cities because of my job, and when they want to get stuff done, they'll just give me a call and see if I can help them out on their project,"

**Garret Hollis and a few projects he's worked on while traveling. From left: the Grand Buffet at the Ameristar Casino in Vicksburg, Miss.; the Mississippi Civil Rights Museum in Jackson, Miss.; the Westin Hotel in Washington, D.C.; and the Ameristar Casino.**

Hollis says. Though he spends his time traveling for work now, this isn't how he started. Hollis began working as a window tinter and has spent nearly 15 years tinting before becoming a travel sub three years ago.

"I remember when I was living and working in California, things were going well," Hollis says. "Then my wife and I had our second child. I knew it was time to move back home," he adds. Things took off after he and his family moved back to Mississippi.

Work came in and remained steady.

"Right now the companies I do work for cover my travel and expenses. If there was a time where I had to pay out of pocket up front, I would get reimbursed by them," Hollis says.

#### A Family Man's Balancing Act

It's not always easy balancing two things you're deeply passionate about. Time management and constant communication were crucial pieces for Hollis and his family because no two work projects are the

*continued on page 44*

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same. “My time really depends on the project, I just finished an eight month job in Dallas,” Hollis says. He drove back home on his off days during this project to spend quality time with his wife and children, but it did take a lot out of him. “I won’t be taking another job for a while ... especially because I’ll be in San Francisco for two weeks next week to work again.”

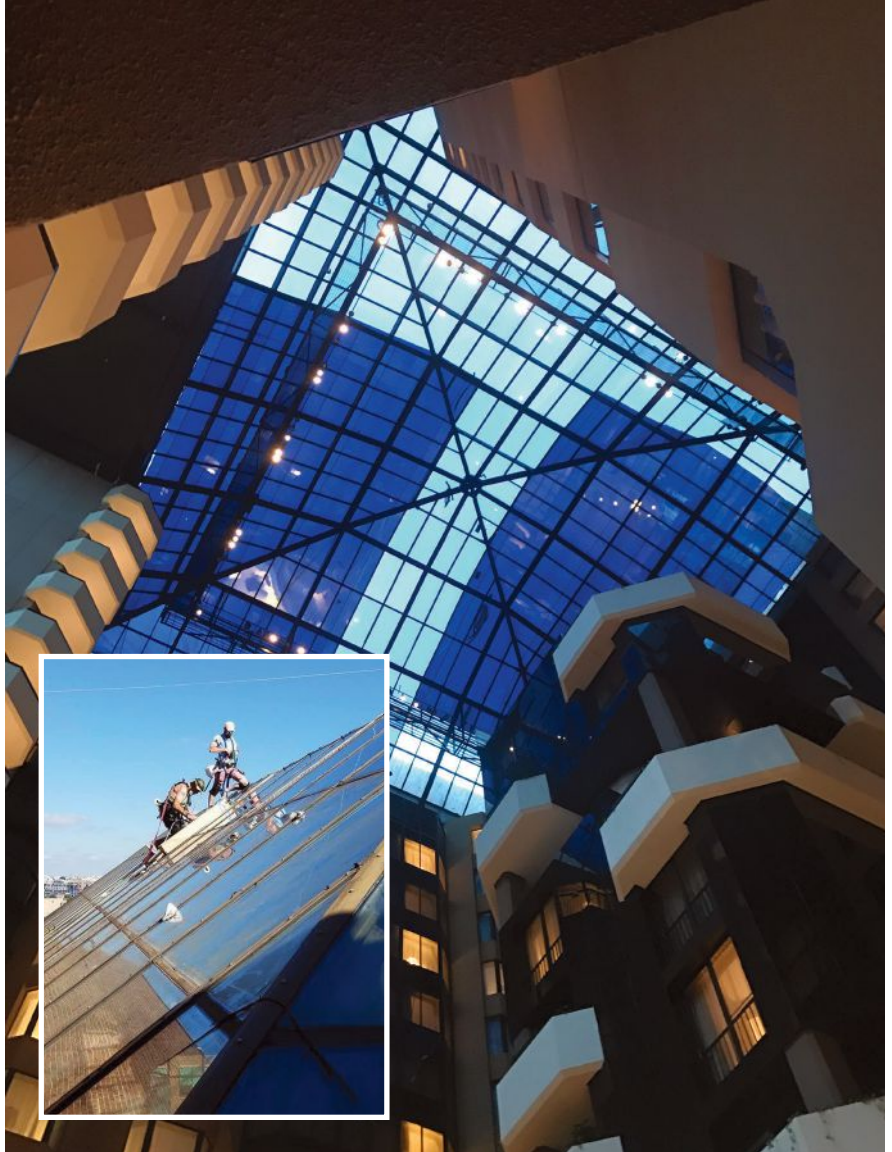
Travel subbing and being on the road for days, weeks or even months at a time can make a person see what takes priority in his or her life, but for Hollis family time always remains on his mind.

“I really do try to take some time off in between different projects just to spend time with them. When I’m away, my family gets hit hard because the kids know I’ll be gone for a while and my wife becomes a single parent until I come back. I know it’s hard on her with two young kids by herself having to balance them, work and me,” he says.

Juggling schedules got better after a few long trips away. “My wife stayed at home for a while because it was easier that way, but now she’s working again and balancing everything is hard.”

Speaking with his children and wife helped them connect as a family—the more they kept the lines of communication open the less far away he felt.

“No matter what, I put my family first. If it came down to it I know I can always find work anywhere at any time,” Hollis says. “For me it isn’t about the paychecks you get, sometimes it’s just about being able to see those first moments your kids have.”



Hollis and David Wright, of A Shade Cooler working on the Westin hotel in D.C.

## The Art of Travel Subbing

The concept appears simple. A person gets a call for a job in a different city and he or she goes there to work. The benefits can be eye opening for the tinter. “I’ve been able to see a lot of the country I wouldn’t have been able to see without being in this line of work,” Hollis says.

Of course there are always places that remain high on the list. “I love being in Cali and D.C., there’s just something about all of the history you get from Washington and the views are always nice and out of this world in California, not to mention it’s pretty perfect weather all year round,” he adds.

“I’ve done this for about 15 years and I love it, before this I never liked anything enough to stick with it ...

and I’ve had a lot of other jobs. I really like the fact that not everyone can do the jobs that I do—I can’t imagine stopping,” Hollis says.

## Advice for Future Subs

After spending years traveling, meeting new people and growing in his craft Hollis as a piece of advice for those thinking about their start as a travel sub. “For someone who doesn’t have kids you’ll see the country and make good money fast,” he says. “If you have kids or a growing family it’ll be a little tricky to balance everything, but if it’s your passion it’s well worth it.” WF

Emmariah Holcomb is the editorial assistant for WINDOW FILM magazine. Reach her at [eholcomb@glass.com](mailto:eholcomb@glass.com), and follow her on Twitter @WindowFilmMag.

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A Directory of Industry Suppliers

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## The “Next” Call

I needed a favor. And when you need a favor who better to call than a friend—particularly an old friend who you have known and worked with in the past and still have the pleasure of interacting with in the present. I didn’t have a lot of time to spare and as I punched in the numbers to make the call I was hoping he would be in. He answered on the third ring. “Joe, I’m so glad you’re in. How is life treating you?”

“Lyle,” he enthusiastically replied, “it’s so good to hear your voice. I’m doing great and how are you?”

We don’t talk all that regularly—maybe three or four times a year. We try to meet for dinner or lunch about once a year when our travel paths cross, but it doesn’t matter. Every conversation starts as if our last conversation had just ended the day before. Joe’s enthusiasm for life combined with the humor and energy he brings to every conversation is kind of contagious. Joe Sousa is just fun to deal with and he and his partner Kerry Reid have built an incredibly successful and highly regarded organization over the past dozen or so years. We quickly worked out the details of what I needed done, and after getting caught up on news of our families, friends and other personal matters, the conversation took a turn.

“Joe,” I began, “something’s going on with you. I’ve known you a very long time and while you are always upbeat, you are over the top today. So what’s up?”

“Lyle my friend, you are correct. Just before you called I was on the phone with an account I have been trying to sell for nearly eight years. I tried very hard not to be a pest, but I just wasn’t going to give up. And today we finally broke through and I can’t tell you how happy I am.”

**“I just kept telling myself that ‘the next call will be the one’ and finally, it was.”**

“Wow, Joe. That’s a lot of chasing. And I would think a little discouraging at times too.”

“It was, Lyle, but I just kept telling myself that ‘the next call will be the one’ and finally, it was.”

We finished our call and scheduled a dinner meeting for later in the month. Knowing that my request would be handled well and that my friend had scored a victory, I smiled and went back to the tasks at hand. But within just a minute or two, my phone rang and this call, although anticipated, was from someone I had never met or talked with before. On the second ring I answered with my usual greeting.

“Lyle, my name is Scott Mitchell from J.E. Berkowitz and I’m hoping you have a few minutes for me.”

The conversation went every which way ... a bad habit of mine ... and at one point, I told him my Joe Sousa story. We talked about the value of perseverance and that unless a potential customer starts throwing things at you or hangs up as soon as they hear your voice, there is a great deal to be said for

simply always believing “the next call will be the one.” Toward the end of our conversation, Scott asked me if I had ever seen a study that had been published by the National Sales Executives Association regarding this very subject. I told him I would love to see it and perhaps share it with a few of my friends. Scott sent it over and it is absolutely fascinating. A lesson for us all. So thanks to Joe and Scott, I now get

to share this story and what follows with a few of my friends ... you.

### Sales Statistics

- 48% of salespeople never follow up with a prospect.
- 25% of salespeople make a second contact and stop.
- 12% of salespeople only make three contacts and stop.
- Only 10% of salespeople make more than three contacts.
- Only 2% of sales are made on the first contact.
- Only 3% of sales are made on the second contact.
- Only 5% of sales are made on the third contact.
- Only 10% of sales are made on the fourth contact.
- 80% of all sales are made on the fifth to twelfth contact. **WF**

Lyle R. Hill is the managing director of Keytech North America and a former owner of a window film company in the Midwest. He also provides auto glass and film-related advice on Glass.com. He has more than 35 years of experience in glass-related industries.

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