



By Kevin Iden
Iden's Dealership Services

Films, films and more films! What are they and what your dealership

Are you offering personalization and protective films at your dealership?

With the increasing importance and focus on non-cancelable, tangible products that truly offer benefits to the customers, many dealerships are turning to films as some of their most important and profitable menu items. Some dealerships are selling these profitable products, some are simply accommodating requests made by customers for films, and some are still not offering these great products possibly due to the lack of information.

WHAT ARE THESE FILMS AND WHAT ARE THE DIFFERENT TYPES?

Paint Protection Film (PPF)

Commonly referred to as “clear-bras,” this film is applied to the forward facing surfaces of the hood, fenders, lights, bumper and often includes pieces on the door edge and other vulnerable areas to protect against paint chips, pitting and damage. It has become hugely popular as this film is the difference between a pristine factory paint finish and one tattered with rock chips. PPF has replaced the old option of having a big black vinyl bra, that was not only unsightly but also caused damage itself from buffeting/vibrating. PPF must be applied by a skilled and

trained installer, usually with computer cut designs and using a combination of liquid solutions, heat, stretching and manipulation of the material. When done correctly, you end up with something that is clear, smooth and practically unnoticeable. **Today there are many manufacturers of PPF and not all are created equal in how they look and hold up over time.** Be sure the best is used and that there is a guarantee against peeling, fading, cracking and yellowing, so that come-backs are minimized, and that these issues are warranted in the rare event they do happen with a quality film. Some providers also offer a rock chip guarantee that offers replacement in the event a rock penetrates the film.

Window Films (Tint)

In the old days, “tint” meant dark windows, and many people just don’t want that. Nowadays, films come in all different shades, including some that are very light and hardly noticeable, yet still offer the protective benefits to both the passengers and vehicle interior from the sun’s harmful heat and UV rays. In fact, at least one brand of film is even endorsed by the Skin Cancer Foundation as it has been proven to make a significant difference. Just



needs to know about them



as in PPF, window films come in all different quality levels with many brands to choose from. The good ones work well and will look good for many years and offer lifetime guarantees. We've all seen the cheap, ugly "purple" stuff with bubbles in it which is obviously not what customers are looking for. Some providers also offer warranty contracts that cover accidental damage that may occur to the film.

Wraps

Wraps have grown in popularity recently and there are two main types. First is the commercial advertising printed wraps like the "Joe's Plumbing" you see on commercial vehicles. Next are the newest and popular wraps which actually look like the whole car (or parts where it has been applied) was painted. Matte (or flat) finishes are most common but the films come in all sorts of shades, colors and textured designs including matte, glossy, carbon fiber, brushed metals, and many more. Some stores are pre-loading small pieces of it on spoilers, hoods, etc., as an inexpensive way to give a car a custom look. The benefits to these wrap films are they are much less costly than painting and are removable in the event the customer wants to do so. Personalization of vehicles is a multi-billion dollar industry and wraps are growing in size as a percentage of that because of their affordability, versatility and

endless options. My whole truck is wrapped in matte black and people go nuts over it like it's some sort of exotic car...but it's just my old work truck.

Things to look for in a film installer

- Does the provider service retail customer who compete with you, or do they focus their efforts on excellent dealership care so that you need not worry about conflicting pricing or losing your customers?
- What brand of film are they using? Is it a recognizable and trusted brand?
- Does it come with an actual warranty and contract to differentiate it from “the guy down the street?”
- Is the film computer cut or hand cut on the car? Hand-cut PPF is risky and can look inconsistent.
- Do they offer point of sale materials and sales training to aid your F&I and sales staff in selling it properly and effectively?
- Are they properly experienced and insured, to ensure excellent CSI and cover any possible problems?

Protective films are “When” products as opposed to “If” products. There is no question, every car will get rock chips

without a paint protection film and every car and passenger is exposed to UV rays and heat from the sun without a protective window film. “If” products only benefit a customer *if* their car gets stolen, *if* it has a major mechanical failure, *if* it gets totaled with negative equity, etc. Offering films is not only profitable for stores actively selling them. It's a simple fact that a large percentage of customers will go out and purchase these items. It may as well be your store accommodating their desire to do so. By offering your customers the best films with a qualified, professional and certified installer/provider, you will also give your customer another reason to be glad they did business with you and to return to you for their next vehicle...and, of course, to purchase more film on them.

Kevin Iden, President of Iden's Dealer Services, has almost 30 years in the auto dealership industry. He founded Iden's Dealer Services which has become the largest provider of dealership reconditioning, detailing and protection services in the Pacific Northwest with both on-site and off-site staffing programs. Kevin can be reached at kevin@idensmail.com. You can also visit Iden's Dealer Website at www.idensdealerservices.com. All PSADA members will receive a free consultation/evaluation.

