

Hüper Optik Launches New Automotive Film: Company Makes New Foray into Automotive Market



For Immediate Release

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(October 1, 2009-HOUSTON) Hüper Optik USA recently launched a new line of automotive films, X-treme Optiks, featuring five VLT's for use in addressing every legislative concern in terms of film application: X-treme 5, 20, 35, 40 and 50. Hüper Optik's X-treme Films feature an extruded, color stable technology, and will not fade, and integrates successfully with the auto markets. Its neutral color and ease of application was a huge request from our network that the company was also able to deliver.

"We worked very hard upstream to deliver a film that had the dyes placed in the right part of the film's formulation: in the adhesive. This means an even and uninterrupted covering of a dye that will not diminish over time, because the naked eye only sees one color," said Hüper Optik's National Director of Business Development Harry Rahman.

The X-treme Optiks line marks Hüper Optik's first foray into the 'super' competitive automotive market, with a film that was designed and created exclusively for automotive applications. Hüper's Energy Saver Ceramic, Ceramic Series, and Select Series films can be installed in both automotive and commercial/residential environments, and have also delivered clear views and 'extreme' energy saving performance to discriminating automotive consumers.

Dealers of the Hüper Optik authorized network will receive customized training and support on various installation techniques, especially for the back window applications. In keeping with the company's commitment to green-friendly and energy-efficient business practices, promotional posters and other marketing materials will be sent to distributors electronically, so that dealers can arrange for printing in their local areas and customize with their promotional offers and logos.

Hüper Optik USA is a market leader in German engineered, multi-layered nano ceramic and traditional solar control film technology, providing energy savings and security solutions for residential and commercial customers in architectural, automotive and marine industries through a strategic network of authorized dealers in the United States, Mexico, South America and Canada. The company is known for its' industry leading 15-year commercial warranty, competitive pricing, patented nano and dual layer ceramics, neutral toned products, low interior reflectivity, and eligibility for extended warranties.

The company plans to launch an Exterior Film Line, and a Clear 8 and 4-mil. Film by Q1, 2010. For product specifications, application information, or business opportunities, visit our website at www.huperoptikusa.com.

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