

InvisiblePatterns

TM

WHAT'S ON TAP- CLEANING FILM AFTER EXTENSIVE EXPOSURE

If you have customers who, like me, wax their car once a year, you will get instances where the film seems to lose its gloss over a 12-18 month period of time. On dark colored vehicles, this is most notable, and in some cases could be returned as a warranty claim. We took a black Mercedes C230 (pictured right)

and deliberately mistreated the film by not caring for it over a 30 month period. As you can see, the film looks dull!

Don't panic, this problem is easily solved! Start by washing any surface dirt off of the film with warm soapy water and a soft, lint-free cloth. Dry the surface and grab your heat gun!



SEE HOW HEAT REVITALIZES NEGLECTED VENTURESHIELD

Keeping the heat gun on high heat, move slowly in small circles to heat up the surface of the film without burning it. If you were to keep the heat gun in exactly the same position for 60 seconds, yes, it will burn. Our goal is to move very slowly so as to really give the film some excessive heat. Heat from a hair dryer would not work.

After about 30 seconds, you will see the gloss and clarity start to re-appear in the area exposed to the high heat. Continue

to move the heat gun across the hood, focusing on small areas at a time, until all of the gloss has been restored.

In order for this to work, the film has to get VERY hot. Once you have finished heating the product back to life, let it sit for 10 minutes, or pour cold water over it so that it cools down. Do not try to clean, wipe, or dry the film while it is hot as you will cause scratches on the soft surface.

Once it has cooled down, simply spread a layer of wax (we recom-

mend Plexus spray) over the surface and the car will look as good as new! See picture below.



WHY DOES THIS WORK?

The surface of the film gets micro-abraded by dirt over a period of time. This time frame will vary according to how the film is maintained, if the car has been garaged etc. While driving, the film is being sand blasted everyday by dirt and sand. This eventually leaves thousands of tiny scratches that are too small to see with the naked eye. The heat gun air temperature reaches 240°C which partially melts the outer most surface of the ure-

thane. The scratches, which are microscopic, flow out and are eliminated. The surface of the film must be extremely clean before beginning to heat gun the film; if not, the dirt will be sealed into the film and it will look worse than when you started.

This means you not only have the strongest film on the market, the easiest to install, but also the only film that can be 'restored' without taking it off of the car! I would like to see any other

film, after 2 ½ years, look like this car at right. Films with a clear coat, or hard coat, will not be able to be restored in this manner. Only VentureShield!



NEW VENTURESHIELD MOBILE VAN

We have just introduced our first mobile digitizing van (pictured below). This Ford E150 is fitted with a laptop, 30" plotter, digitizing template and software so that we can have a crew on site to generate new patterns. This greatly reduces the time needed to get you new patterns, and we hope to add more units like this in the future.



Pictured– From left: Marie- Claude DeSantis (Customer Service), Kelly Barrett (Outside Sales), Chris Rowan (Marketing), Brett Webster (Product Manager), and Andy King (CAD Engineer). Absent: Bronwyn Webster (Outside Sales), Keith Mansfield (Sales Manager for UK), Sal Turco (Digitizer Technician, UK office)

SEMA and NACE 2005

Venture Tape will be exhibiting at this years SEMA show in Las Vegas, November 1-4. Our booth is #12950. We would love for you to stop by if you are attending.

We will also be at the NACE show in Las Vegas @ Mandalay Bay November 3-5. Our booth is #1911. We hope to see you there.

SMARTER SELLING- NEW P.O.P. Display

In addition to our wide array of Point-of-Purchase displays we have now added an 18 x 24 inch poster mounted on a foam core that includes an actual sample of a painted panel both with and without the use of VentureShield®. These posters will be supplied at a manufactured cost of \$30 each. Please contact Marie @ extension 2296 for this Point-of-Purchase display or any others.

VentureTape®

