

Why Laminate?

Increase professional look of your business to generate more sales leads

10 May 2018

Laminate versus No Laminate



When One Way Vision is not laminated and installed onto a vehicle, **dust and dirt builds up in the holes quickly (within months)**, causing **visibility to be reduced** from the driver's perspective. In addition, looking at the printed advertisement which is dirty, faded and deteriorating, the One Way Vision car sign will look unprofessional, inferior and presents to the Public a poor image of the business being advertised.

Therefore, the perception the Public has of the brand being advertised may be negatively affected. In which case, it is unlikely the unlaminated One Way Vision car sign can generate sales leads. Please note, it is impossible to fully clean out the dirt from inside the holes. A halo of dirt around the edges of the hole remains, thereby the unlaminated One Way Vision still looks dirty even after it has been washed.

However, when laminated, the laminate film prevents dirt and dust getting into the holes, and with regular cleaning, the advertisement remains fresh, new and professional looking for years. Potential new customers are therefore more likely to contact the business whose One Way Vision car sign is laminated. Refer to the images below for sample photographs of rear windscreens laminated and unlaminated to compare the differences in visibility.

Sales from Laminated One Way Vision far exceeds its small cost

To go from a car sign that represents your brand poorly, to an image that shouts excellence, is only a small increase in price. You can expect to pay approximately **just \$50** extra.

Not Laminated	Laminated
RRP \$240- (Small car rear windscreens - up to 0.75 m ²)	RRP \$290- (Small car rear windscreens - up to 0.75 m ²)
 <p>Image 1 –Not Laminated. This looks unprofessional.</p> <p>Within months, dirt is trapped in the holes and has stained the white film, fading of colours is noticeable and film has become brittle. In our opinion, this looks unprofessional. Note, phone number has been whited out for the purposes of this information sheet.</p>	 <p>Image 2 – Laminated. This looks excellent.</p> <p>The laminate has prevented dirt adhering into the holes and significantly slowed ink fading. In our opinion, this looks professional. Note, contact information has been blocked out.</p>

Benefits of Laminating

There are many benefits to laminating One Way Vision on a vehicle, such as:

- ✓ Acts like a sunscreen, against the sun's harmful effects. Because CurvaLam contains UV blockers, it slows the fading of the ink in the printed advertisement.
- ✓ Keeps the rear windscreen clean, as it prevents dirt from getting into the holes.
- ✓ Protection against pollutants and car washing. The laminate acts as a barrier against harsh chemicals and cleaning agents.
- ✓ Looks newer and fresher longer. The laminate prevents the black rubber of the wiper from damaging the ink or One Way Vision film.
- ✓ Safer to drive and reverse when it rains.
- ✓ Sends a positive message to your potential customers.

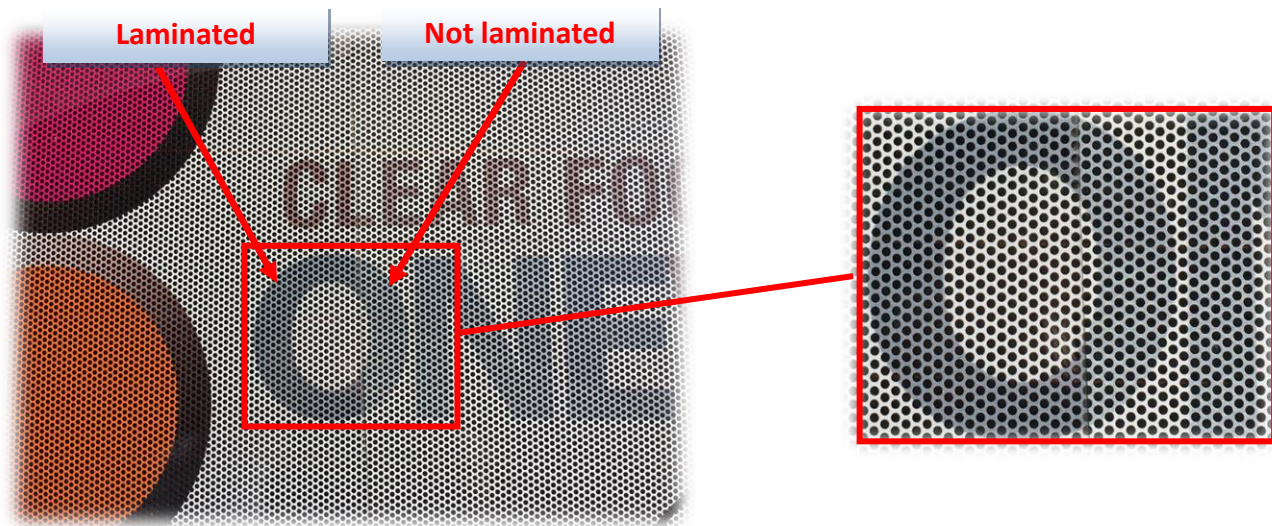


Image 3 – Laminated versus Not Laminated. Evidence of ink fading when not laminated.

As can be seen in the image above, the inks fade faster in the unlaminated area compared to the laminated area, thereby reducing the professional image of the advertising business.

Recommendation for Vehicles

For the reasons of generating sales leads and increasing perception of a professional business with customers, we **strongly recommend** all Australian registered vehicles be laminated with the optically clear laminate **Clear Focus CurvaLam** when **AutoVue One Way Vision** is installed on the rear windscreen. For vans and utes (Australia and New Zealand), and 4wd's (New Zealand), PromoVue and CurvaLam is recommended.

What is CurvaLam

Clear Focus manufactures an optically clear laminate film called CurvaLam. This film is a 76 micron cast conformable pressure-sensitive (cold) PVC overlamine. It is specifically designed for perforated window graphics to be installed for use on simple to moderate curved surfaces of vehicle windows and rear windscreens. We recommend the use of CurvaLam with our polymeric PVC window films, such as PromoVue, AutoVue, SuperVue, ClassicVue and JetVue, because the products' chemical composition and physical properties are matched.

Of all varying brands of laminate films on the market we inspected, CurvaLam was the most optically clear whether it rained or not. Many of the other brands had reduced visibility, especially when the rear windscreen is at an angle, even in good weather. For optimal results, use AutoVue and CurvaLam on your car's rear windscreen.