



Newsletter June 2015

New Zealand

PRESIDENT'S REPORT

Hi Guys

I have just been reading an article in a Build Magazine about the impact and the huge costs from global climate change in the world, and to which we have seen evidence of in the last couple of months in New Zealand with extensive flooding in Wellington and Dunedin. It seems that the old belief that these events happen 'once in a lifetime' is not true as they are now becoming a regular occurrence.

The upside of this for our industry is that our summers tend to be hotter, hence the need for solar control for homes and commercial buildings. We need to take advantage of these conditions and promote the advantages of solar control and Low-E films.

Ed, Wayne and I attended a meeting mid-April in Wellington with Energy Efficiency and Conservation Authority (EECA) regarding what we believe to be a misleading article they had written in relation to condensation on Low-E- films and they have agreed to carry out model testing in conjunction with the Building Research Authority New Zealand (BRANZ). We aren't sure that this will resolve our concerns over the article but we await the outcome before proceeding with any further action. We also had George Mariotto there via teleconference and I must thank him for his knowledge of Low-E film and its performance.

Only a couple of months till the AGM and conference in Wellington so please ensure that you or

a staff member attend as it is a great opportunity to meet your fellow members and participate in the promotion of your Association.

Cheers

David Hargood
President



MINIMUM WAGE RATE

As of 1 April 2015

The **adult minimum wage rate** (all employees aged 16 and over who are not starting-out workers or trainees, and all employees involved in supervising or training other employees) is:

- \$14.25 per hour (before tax)

The **starting-out wage rate** and employees on the **training minimum wage** is:

- \$11.40 per hour

For more information on this, visit:

<http://dol.govt.nz/er/pay/minimumwage/>



Send any articles, comments or suggestions to us at info@wfaanz.org.nz or mail to:

WFAANZ
PO Box 302-486
North Harbour 0751

PRESIDENT'S REPORT - AUSTRALIA

Site Safe

If the frequency of the enquiries WFAANZ receives from wannabe tinters is anything to go by, interest in entering our industry is on the rise. From young go-getters to established businesses wanting to expand their offering, window film is attracting a diverse array of newcomers each year.

What does that mean for our members?

As you know, word of mouth recommendations and repeat business account for a high majority of job leads in the film industry. There is therefore immense value in your local reputation, experience and credentials that distinguish your business from the new players. Credentials like a WFAANZ membership and WERS For Film accreditation.

We know cost will always drive customers towards choosing one tinter over another. If someone is dead-set on finding the cheapest option, talk of quality and standards may not sway them. But when quotes are comparable and the customer can choose someone with industry qualifications against someone with none, the scales will always tip in your favour.

That's why the greatest value of being a WFAANZ member lies in the promotion of your business as such. There is no better way to combat the misconception that the window film may 'fail' than by establishing yourself as a credible and trustworthy operator who sticks to the WFAANZ code of conduct.

While we're on the subject of advancing qualifications, WFAANZ is keen to hear your thoughts and ideas on training.

Our manufacturer members provide a range of materials that help you, their customer, in your day to day business - so outside those resources are there any other areas of business management or industry training you would like your association to offer? Feedback on the current issues facing your business and areas of interest will ensure we cover your training needs. Feel free to email me here (ally@acpublicrelations.com.au) to discuss further.

Warm regards,

Ally Cronan

WFAANZ President



WFAANZ is a Trade Association Member of Site Safe
We will be receiving health and safety Information
by way of Newsletters and Emails and vital updates
will be passed onto our members.

Also, as a member of WFAANZ, you are entitled to a
discount on your annual subscription to Site Safe.



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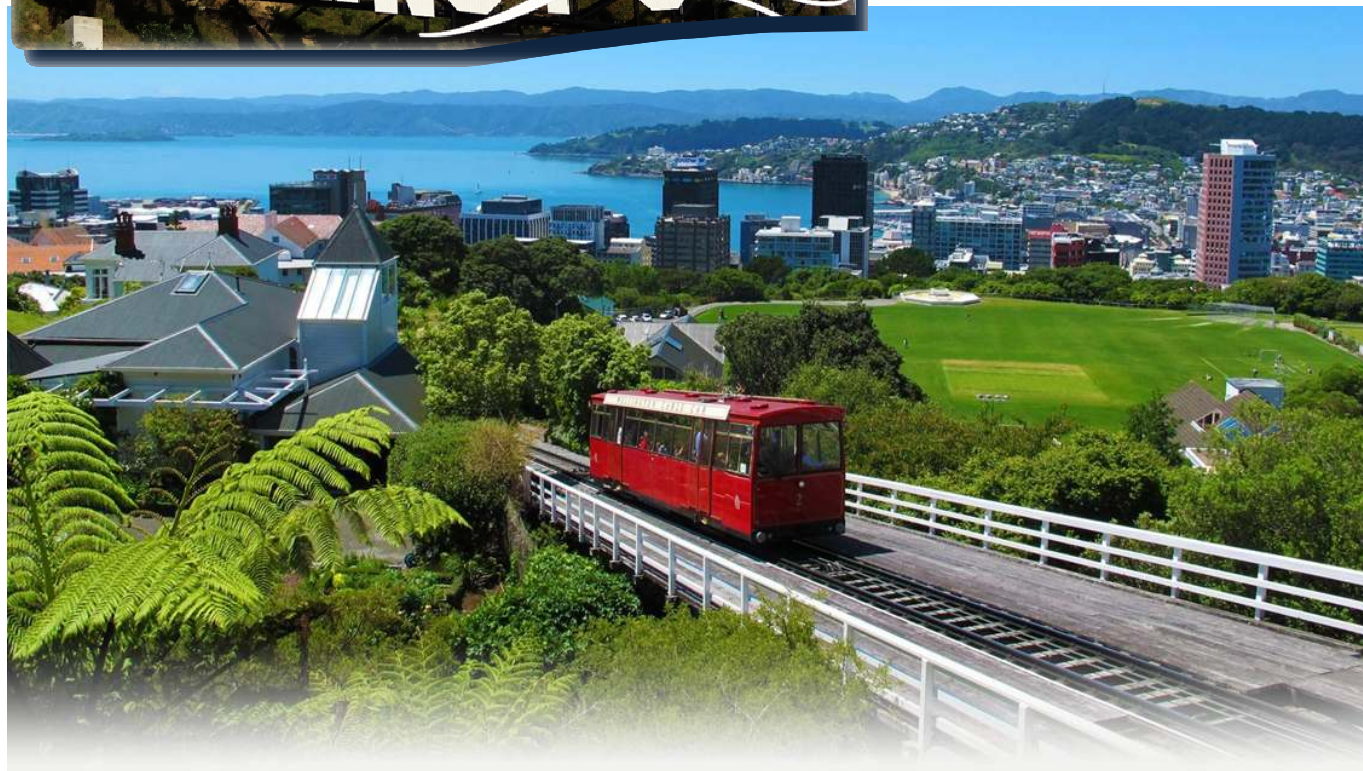
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WELLINGTON



AGM/CONFERENCE

Wellington - Saturday 29th August 2015

**West Plaza Hotel
Wakefield Street
WELLINGTON**

Annual General Meeting

Discuss the Aims & Goals of the Association

Technical Presentations

Weta Workshop Tour

Conference Dinner

Sunday - why not stay and visit the

Gallipoli Exhibition at Te Papa?

More Info Coming Shortly but Mark this Date!

Overseas News

LLumar® Introduces Self-Healing Paint Protection Film Boasting Improved Durability and Easy-to-Install.

Eastman Chemical Company has announced the launch of LLumar Self-Healing Paint Protection Film with breakthrough technology using an advanced, solvent-resistant clear-coat formulation allowing for superior product durability and scratch resistance. This high gloss, virtually invisible film protects a car's finish against the elements, road debris, salt, insect stains, and the damages caused by everyday driving.

"Consumers are keeping their vehicles longer and want to maintain their values by keeping them looking new longer," says Mark Gershenson, Director, LLumar Global Brand Management. "Maintaining the exterior finish is one of the primary ways car buyers can keep their cars looking new longer, and new car dealers report paint protection film as one of the top-selling add-ons."

Adding paint protection film to a traditional window film product portfolio is turn-key with installation training available to LLumar dealers at US and Canadian training centres. The LLumar PrecisionCut© System offers a comprehensive paint protection film pattern database, supported with an extensive professional marketing and consumer selling programme designed for use in dealer and new car dealer showrooms.

LLumar Paint Protection Film is available in a range of widths for whole hood coverage with no seams. Installers will appreciate the new clear-coat finish, which resists scuffing during plotting and installation as well as the repositionable adhesive, which prevents adhesive lines on the paint and wasted film.

New Door Edge Guard tape reduces wear and tear on the edges of vehicle doors and is an excellent defence against potential chipped paint that often occurs in parking lots. LLumar Door Edge Guard tape is packaged for quick installation and minimal waste. Offering edge guard and door cup installations is an excellent way to enter into the paint protection business and an additional business opportunity.

Sourced from The IWFA View, June-July 2015

It's All About The Paint

One Film Dealer Protects more than 12,000 vehicles each year

In the small town of Holliston, Massachusetts — population 14,000— there is a booming automotive film-installation business. What's interesting about this company is that less than 10 percent of its business comes from window film and vinyl. With a short summer season of only about four months, there's a much bigger market for paint protection in this area.

That market equates to 900 - 1,000 paint protection film (PPF) installations per month during the slow season, increasing to 1,200-1,300 vehicles each month during the busy period. It has taken the company 15 years to get to this level, and its numbers keep increasing, which adds to the optimism of the 25-member team. The company's success is not tied exclusively to customers who want to protect their vehicles from salt and gravel on the North-eastern roads. The main drive is coming from vehicle dealerships as they come to terms with how to sell the product and getting their comfort level on the quality of the product where it needs to be and then, in turn, pushing it.



The owner of the filming company makes it clear that success in the PPF market is about getting in with those automotive dealership groups. Paint protection is not primarily installed on high-end vehicles as they protect as many everyday cars as they do high-end.

Sourced from The Window Film Magazine March/April 2015

Registered Master Tinter (rmt)

This is the most valuable marketing and promotional tool the Association has developed for members in recent times. It provides your customers with an assurance that you are an experienced and professional Tinter who is serious about providing excellent service and workmanship. Don't underestimate the value of promoting this as a point-of-difference and quality assurance to your Customers.



Certificate of Achievement

this is to certify that

being a member of the
WINDOW FILM ASSOCIATION
of Australia and New Zealand
has achieved the status of
Registered Master Tinter in Automotive/Flat Glass
under the terms of use of the Trade Mark
This Certificate is valid for 2 years.
Renewal Date 30th June 2014

President

Secretary



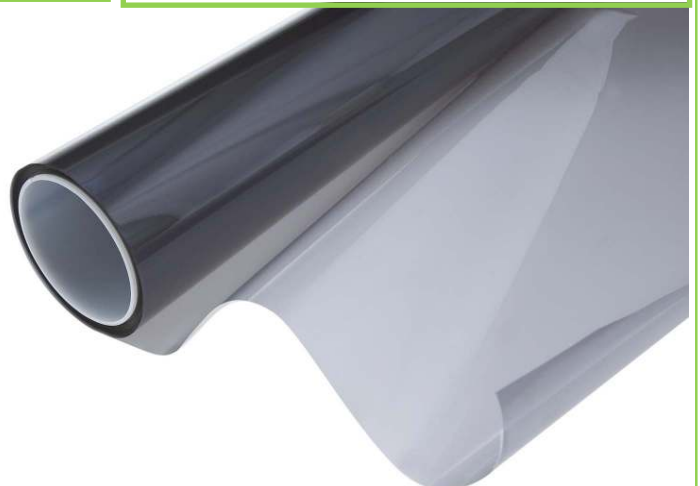
Being a Registered Master Tinter offers you a unique advantage which is only available to members of WFAANZ. It is in your best interest to pursue this qualification and use it to your best advantage.

REGISTERED MASTER TINTER



WINDOW FILM ASSOCIATION
OF AUSTRALIA AND NEW ZEALAND

**Stand out from the crowd
and show your customers
that you really care about
your chosen trade!**



Marketing Tools

Why spend money, time and resources designing and printing brochures when WFAANZ has already done it for you? Flat glass and auto film brochures are available, outlining the many benefits of film. They explain why it pays to use a WFAANZ member, which gives you an advantage over competitors who are not members.



Available Free of Charge to Members



Simply print your contact information onto an address label and stick it on the back of the brochure to get direct leads.

Build your brand

For members who wish to market their business, a WFAANZ Marketing Tool Kit CD Rom is available from the office.



Included on the CD Rom is:

- Window film DVD
- Auto film brochure
- Flat glass film brochure
- Order forms for copies of the DVD and brochures
- Logo
- List of cost effective marketing ideas

Available Free of Charge to Members

Armed with these materials, you can market your business cheaply and effectively. Use the WFAANZ logo to build credibility, set up a WFAANZ web page, distribute the brochures or use the list of marketing ideas to create your own PR plan.

Contact Ed at info@wfaanz.org.nz to order a Marketing Tool Kit CD.

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