

# A BRAND BEHIND YOUR BUSINESS

## ELEVATING



WFAANZ membership demonstrates your commitment to the industry. It assures your customers you abide by a code of ethics and uphold industry standards. Displaying the WFAANZ logo adds another layer of credibility to your message. It sets you apart, giving you a distinct competitive advantage.

## EXPANDING



Members enjoy exclusive access to services specifically designed to grow your business. Connect with customers through the member directory, access tinters through the contractor directory, use our ready-made materials that help you sell film and value-add your services.

## PROTECTING



WFAANZ was established in 1992 when it successfully overturned a NSW government ban on auto tint. The need for an industry body to defend the interests of tinters is as pressing now as it was then. WFAANZ ensures window film has a seat at the table when government and industry make decisions that impact installers.

## INFORMING



Stay updated on developments, trends, regulations, industry standards, news and technical data. WFAANZ releases to members technical bulletins, email alerts, online training and a quarterly newsletter to ensure tinters in all sectors of the industry remain 'in the know' at all times.

## PROMOTING



Joining WFAANZ is like hiring a marketing team. We supply the tools, advice and channels to help establish your brand. Providing fact sheets, posting your images on our socials, securing free publicity, designing flyers or simply helping with your website - we lay out a 'buffet' of marketing opportunities for our members.

## SUPPORTING



Being part of an association is a two way street. Our primary charter is to support tinters and safeguard the industry. Conversely, as a non-profit body, your support enables us to do our best job. By joining WFAANZ you give back to the industry that supports you.

