

## **PRESS RELEASE**

### **KPMF SETS NEW DURABILITY STANDARD FOR METALLIC CAST VINYLs**

#### **2000-hour weatherability is twice Europe's auto industry requirement**

A radical new benchmark of 10 to 12 years in the working life expectancy of metallic finish cast self-adhesive vinyls has been set by Kay Premium Marking Films following durability trials undertaken in the United States.

Weatherometer tests to exacting automotive industry standards demonstrate that KPMF's K70000 series metallic and K75000 series "Glitter" films can endure twice the accelerated exposure time required by European motor manufacturers without any significant fading or colour change.

Indeed, after 2,000 hours' exposure in an Atlas Xenon Arc weatherometer, test samples of most colours in the standard and glitter-finish metallic range displayed no perceptible change at all to the naked eye when compared with control samples of new material.

Commenting on the test results, KPMF's quality director, Rob Herbert, said: "The ability of the metallics to endure successfully 2,000 hours in the weatherometer means we can now claim a 10 to 12 year life for the K70000 and K75000 series films. This is up to double the time normally associated with metallic colours. We shall be changing our technical data sheets accordingly and looking to steal a considerable march on our competitors."

The K70000 series currently comprises 136 colours, of which 18 are metallics ranging from the conventional silvers and golds to reds, greens, blues and purples. In the K75000 “Glitter” series, there are 11 colours – including a black and a white.

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