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PRESS RELEASE

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AMERICAN STANDARD WINDOW FILM INTRODUCES EXCEL IRP AUTOMOTIVE TINT.

Las Vegas Nevada, September 29th 2014 — ASWF will introduce ExcelIRP the latest enhancement to their signature automotive window film series. Made with the latest in nanoceramic technology for IR rejection, Excel IRP is available in seven shades ranging from clear to dark and delivers remarkable solar control. American Standard Window Film will feature ExcelIRP at this years SEMA show in Las Vegas NV. November 4th 7th.

ASWF California sales rep Vaz Hartooni describes ExcelIRP and the plans for the SEMA show “The new Infrared rejecting film is very popular with our dealers and is extremely competitive in price. We will be offering demos at our booth to show how well the film handles and teaching dealers more about the performance statistics of ExcelIRP. Come see the new film and our staff at booth 12861 in the North Hall November 4th–7th 2014.”

American Standard Window Film commercial solar control film products reduce heat, glare, and effectively block 99% of both UV A&B rays. Eliminating heat and UV can also drastically reduce fading of interior office furnishings, artwork, flooring and carpets.

For more information visit our website www.aswf.com or call 1-800-835-9676