

# Automotive Protective Masking Films

Have you been to a new car dealership lately? Automakers and dealerships are using adhesive coated films to protect the insides and outsides of automobiles. Rejects and rework due to scratches, stains or dirt are significantly reduced by the application of protective masking films either before or after it gets to the dealership and Surface Guard provides many protective solutions for both interior and exterior surfaces. The illustration below highlights the various protective masking applications we can cover.



## ***Custom Engineered Protective Solutions***

Surface Guard continues to work with OEM's as well as injection molders to test and approve our masking grades to the required automotive specification. We have a Product Development group that is fully qualified to develop new products for new resins or resin combinations that are starting to be utilized in the automotive market. Surface Guard has a wide range of environmental testing capabilities including UV exposure and can replicate most, if not all, testing parameters required for particular automotive specifications. All we need is a sample of the surface and the testing requirements, and we will test and recommend the best product for the application.

### **Value Added Capabilities**

- Strip Coating in the Machine Direction
- Custom Formulated Adhesive Systems
- 2 Color Printing Available
- Custom Sizes (Widths & Lengths) Available
- Perforating in the Machine and Cross-Machine Directions
- Die-Cutting for Specific Part Protection
- Custom Requirements? *We Can Do That!*



**Surface Guard Inc.**

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# Key Automotive Surfaces

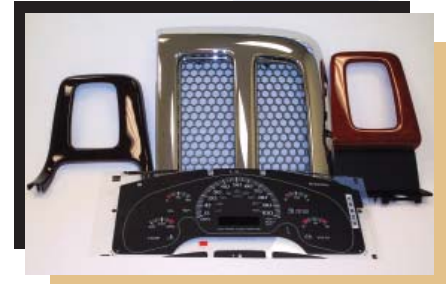
## Automotive Carpeting

At both the OEM level and at the Dealerships we have a 2 or 3mil high tack protective film that applies and stays down on automotive carpets. Typically at the OEM level, protective masking is applied to thermoformed carpets by hand. At the dealerships, protective masking is either applied by a company contracted to detail and refurbish their used cars, or by the dealerships themselves. Since most manufacturers ship their cars with carpet masking applied, reapplying it in used cars maintains that “new car” feel, not to mention it keeps the carpet clean from stains and dirt. This film features a water-based acrylic adhesive system to ensure the film removes cleanly and is typically printed “DEALER MUST REMOVE” for easy identification and perforated to allow easy application.



## Injection Molded Parts

Surface Guard has a family of masking products to adhere to a wide range of finished injection molded parts, such as; appliqué, chromed plastics, textured and smooth painted plastic parts and so on. If you have a Class A plastic surface you need to protect, Surface Guard has your solution. Masking your interior automotive parts will help ensure increased productivity on the assembly line. Protective films can eliminate excessive rejected or reworked parts, in turn easing product inspections and improving final customer satisfaction. So replace cumbersome and expensive foam or bubble wrap with Surface Guard's protective masking solutions. We can perforate or die cut our protective masking products to fit the required part.



## Interior Door Panels

Interior door panels are usually a mix of surfaces, creating a masking challenge to find one grade to work on all surfaces. We have developed products to work on injection molded door panels that are made of PP, PVC and ABS resins. Historically PVC parts have been problematic due to plasticizer migration. However, we have developed a product that is plasticizer resistant and has worked very well on PVC door panels. *(As always, proper testing is needed to assure compatibility)* Our finished products can be perforated to almost any length, as well as die cut into particular shapes allowing the end user to protect only what needs protecting.



## Exterior - Vertical Surfaces

Taillight, headlight and other assemblies are common applications for Surface Guard products. Use of our protective film for this application is either at the injection molder, where the light assemblies are made, or on the auto-assembly line itself. Also at Surface Guard, our products can be perforated or die cut for easy application to the surface.



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