



Notice

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Saint-Gobain Performance Plastics
4540 Viewridge Avenue
San Diego, CA 92123 USA
Tel: 877 345 3478
E-mail: info@solargard.com
www.solargard.com



Media contact

Jacqueline Volovich
978-499-9250 x 236
bsf@matternow.com

Press release

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Panorama[®] Preferred Partner Conference Attracts more than 135 Elite Dealers

Second Annual National Dealer Conference Focuses on Performance Awards, Energy Initiatives and More

[Panorama[®]](#) window film just concluded its Second Annual Panorama[®] Dealer Meeting, a meeting of the elite window film business people nationwide. With more than 135 dealers present, the meeting focused on sharing proprietary knowledge about sales strategies, technical tips and industry trends and recognizing the top performing dealers from 2007.

Highlights of the event included the presentation of the Official Panorama[®] awards. This year's performance awards were given to:

- Dealer of the Year, East: Matthew Erbrick and Robin Staveley, United Home Solutions in Alpharetta, GA
- Dealer of the Year, West: Jared Gray, Pacific Window Tinting, Inc. in Tualatin, OR
- New Dealer of the Year East: Sara Hunter, Advanced Solar Solutions in Clawson, MI
- New Dealer of the Year West: David Calmelat, Solartivity in Henderson, NV
- Hilite Dealer of the Year: Carol Borow, C.H.B. Industries in Smithtown, NY

"The Panorama Dealer Network is strong and passionate," said Christophe Fremont, President of Bekaert Specialty Films LLC, manufacturer of Panorama[®] window film. "These are extremely smart business men and women who are eager to grow their businesses. This meeting gives our team of technicians, consultative sales reps and marketing experts the opportunity to strengthen the relationships with our Panorama[®] dealers."

Several sales, technology and educational seminars were given during the meeting, with emphasis on the role window film plays in improving energy efficiency. Panorama dealers are ideally positioned to help building managers, ESCOs and corporations understand how window film like Panorama[®] can help significantly reduce carbon emissions. Tours of Bekaert Specialty Film's state-of-the-art, ISO 9001:2000 certified manufacturing facilities were also provided during the three day conference.

Panorama® also announced the inception of its Dealer Council, a select group of dealers who will work closely with Bekeart Specialty Films on the product and marketing roadmap, as well as provide ongoing feedback that will make the company a better partner for all window film dealers. Members of the Panorama® Dealer Council include: ABC Window Tint, Eastern Metalizing, Idaho Window Tinting, Interior Guardz, Pacific Window Tinting, Solar X, United Home Solutions, Winners Window Tint and Witney Burns & Shutters.

Panorama® window films are composed of 100 percent sputter-metallized, optically clear polyester, laminated with customized adhesives and finished with a durable, scratch-resistant coating. Panorama® window films are ideal for residential homes and commercial installations including retail and restaurants, hospitality, municipal, museum and historical buildings.

Note: Pictures of the award winners and the Second Annual Panorama® Dealer Meeting are available; please contact bsf@matternow.com with inquiries.

About Panorama®

Bekaert Specialty Films LLC., www.bekaertfilms.com is a global leader in the development, manufacture and distribution of specialty films for use in solar control and safety window films and industrial applications. Distributed through a network of independent certified dealers and distributors in more than 60 countries, Bekaert window film is sold under the Solar Gard®, Panorama®, Quantum® and Armorcoat® brands. Bekaert Specialty Films also manufactures industrial films for the electronics, medical, graphic arts and imaging, automotive and aerospace industries. Bekaert Specialty Films LLC., is headquartered in San Diego, CA and is a subsidiary of the Bekaert group (Euronext Brussels: BEKB), \$4 billion specialised technology company.

More information on Bekaert's professionally installed Panorama® window film is available at www.panoramafilm.com. For media inquiries, samples or photography contact bsf@matternow.com