

# **SunTek<sup>®</sup>**

PAINT PROTECTION FILM



OUR NEWEST PPF TECHNOLOGY

**REACTION**

## **GET AHEAD.**

Eastman Performance Films strives to provide customers with a competitive advantage and our goal is to continually deliver innovation that keeps you ahead of the rest. Decades of knowledge and experience make us an industry leader in automotive and architectural films. This is a result of everything Eastman and its SunTek<sup>®</sup> brand offers: technologically advanced products, relevant tools to support installation, comprehensive installer training, technical service experts, professional marketing and responsive customer service.

Get a manufacturer who knows the intricacies of paint protection film. Get resources when you need it. GET SUNTEK.

# SunTek<sup>®</sup> REACTION

ALL-NEW CONSTRUCTION.  
NEXT-LEVEL PERFORMANCE.



**2 IN 1**  
ADVANTAGE

PPF + CERAMIC COATING BENEFITS,  
UTILIZING OEM-TRUSTED  
TETRASHIELD™ TECHNOLOGY

# SUNTEK® REACTION IS A PPF GAME CHANGER

Here to take the industry by storm is SunTek Reaction, an innovation that merges all the qualities of self-healing paint protection film with highly desired benefits of ceramic coating. This trail-blazing PPF newcomer utilizes Eastman Tetrashield™ protective resin system technology and delivers sought-after, next-level performance. All in the name of better defense, better looks, better everything. The new super hydrophobic top coat provides easy-clean efficiency and stands up to nature with powerful resistance to damage from harsh environmental elements. Drivers will revel in the noticeably clear, no-orange-peel appearance and intense gloss. Backed by a 12-year limited warranty, and when combined with Eastman's revolutionary cutting software Core, anyone would be hard-pressed to find a better solution for paint protection than SunTek Reaction PPF.

## EASY-CLEAN EFFICIENCY

### SUPER HYDROPHOBIC SURFACE

Enhanced top coat with lower surface energy increases hydrophobicity for an extremely slick surface where water beads faster, taking dirt with it

UP TO **25%**  
MORE

### STANDS UP TO NATURE

Up to 25% increased resistance\* to damage from harsh elements such as acid rain, bird droppings and tree sap

**30%**  
MORE

### MORE SCRATCH RESISTANCE FOR MORE PROTECTION

30% increase in scratch resistance\* and best-in-class rock chip protection



## ALL NEW DIGITAL SELLING TOOLS

The entire SunTek product offering is supported with professional marketing and consumer selling tools designed to help grow your business.

\*Compared to other top brands

**PAINT PROTECTION FILM  
PRODUCT COMPARISON**



SELF-HEALING  
PROTECTION  
WITH SCRATCH  
RESISTANCE

EASY CLEAN  
SURFACE  
WITH SUPER  
HYDROPHOBICITY

**BEST**

**REACTION**



Self-healing with  
30% increase in  
scratch resistance\*  
and best-in-class  
rock chip protection



OEM-trusted Tetrashield  
technology; easy-clean  
efficiency from slick  
surface where water beads  
faster, taking dirt with it



Op  
clea

**BETTER**

**SUNTEK ULTRA PPF**

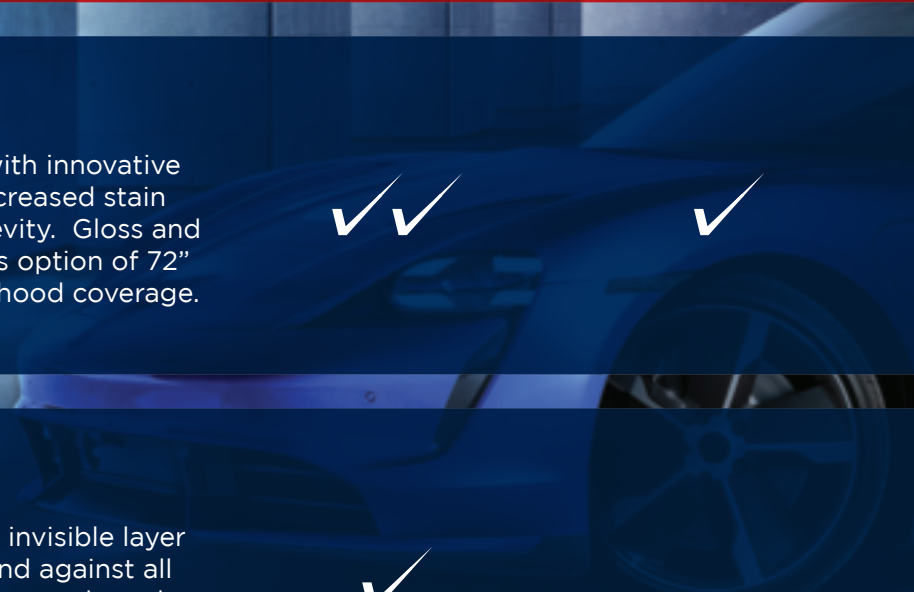
Advanced self-healing PPF with innovative HydroResist™ top coat for increased stain resistance and product longevity. Gloss and Matte finishes available, Gloss option of 72" wide for seamless oversized hood coverage.



**GOOD**

**SUNTEK PPF C**

PPF C is a self-healing nearly invisible layer of protection that helps defend against all major enemies of pristine paint: rocks, salt, insects and road debris. Options for Gloss and Matte finishes.





CLARITY & SHINE



DISCOLORATION & STAIN RESISTANCE



RESISTANCE FROM NATURE'S HARSH ELEMENTS



INSTALLATION EASE



FACTORY-BACKED WARRANTY\*\*



Optically superior with intense gloss and no orange peel



Anti-yellowing properties and advanced stain resistance against dirt, insects and more



Up to 25% increased resistance\* to damage from acid rain, bird droppings and tree sap



New construction provides increased stretch and adhesion with ease-of-repositioning, delivering a top installation experience

12<sup>YR</sup>

Backed by a manufacturer's 12-year limited warranty, our best warranty to date



10<sup>YR</sup>

5<sup>YR</sup>

\*Compared to other top brands.

## SUNTEK PPF ULTRA DEFENSE

**10** YEAR WARRANTY



Manufactured for higher impact resistance, Ultra Defense is a stronger, thicker film that offers added protection while driving in more severe climates and tough road conditions. Self-healing Ultra Defense features our proprietary top coat, scientifically formulated with HydroResist™ technology for increased stain resistance and product longevity. Consider for application on bumpers, hoods and rocker panels.

## SUNTEK PPF ULTRA TACK

**10** YEAR WARRANTY



Available as an installation preference and designed for an experienced installer, Ultra Tack features an advanced high-tack adhesive that makes edge wrapping easier and installation on complex surfaces faster. Like the other self-healing films in the Ultra series, Ultra Tack utilizes HydroResist™ technology for increased stain resistance and product longevity. Help achieve maximum vehicle turnover and profits that start with efficient installations.

## SUNTEK ALTERED BLACK

**8** YEAR WARRANTY



Let customers shift from monochromatic to two-tone with Altered Black, a self-healing paint protection film with a whole new look. Altered Black allows customization and offers an aesthetically pleasing, high gloss black finish. A full vehicle wrap changes the appearance of any paint color to shiny black, or apply to hoods, roofs and mirrors as an accent.

## INSTALLATION TOOLS AND SOLUTIONS

We have a full tool catalog with the supplies you need, including products made for surface prepping and cleaning. Try HI-TAK, a convenient premixed formulation that helps achieve quicker tack point adhesion during PPF installation.



### NEW TO PPF?

Start by offering edge guards and door cups. Material and labor costs are lower, and installation is quick. Upsell to tint customers for an additional revenue source.

New static tape on Reaction allows for clean removal and saves more film on every roll.



## NEW REVOLUTIONARY CUTTING SOFTWARE THAT PERFORMS AROUND YOU

Core offers time-saving features and a pattern verification process for more accuracy and efficiency than ever before, going beyond film-cutting software.

The Core mobile app and desktop software are seamlessly integrated. With the app on your phone, you're free to: scan VINs for instant identification, display the mobile weeding table, view tack points, snap install photos, view PPF and Tint patterns, send order details to the desktop for cutting, and much more.

See innovation at work, first hand, with Core and SunTek Reaction PPF. Together they deliver the ultimate installation experience.

Core works across platforms on Mac, PC, iOS, and Android.

“

*It's far and above better than any other pattern software.*

- TINT PLUS



### CLICK LESS AND DO MORE

Core has a sleek user interface with intuitive, easy-to-learn features to get you going in record time. Move easily through the day with VIN scanning, simple pattern weeding and one-click edits.



### BREAK FREE FROM THE DESK

With the Core app you have the info you want during installs, right there with you in the bay. Pull out your phone or tablet to view tack points, snap pre- and post-install photos, and much more.



### CUT WITH CONFIDENCE

Our film fitting expertise has advanced over time, and so have our patterns. The Core library includes legacy patterns and new verified patterns with our most precise fit yet.

# REVENUE POTENTIAL



Adding paint protection film to your current product line brings a new revenue stream for your business. Introduce PPF to ceramic window tint buyers for a convenient cross-selling opportunity.

Increasing your PPF offering to two or more products, along with incorporating an effective Good/Better/Best sales approach, allows for upselling to a higher-performing product. This helps generate higher margins and additional profits.

A comprehensive SunTek PPF portfolio provides you with numerous options to serve various customer needs and budgets.

	SunTek Reaction	SunTek Ultra	SunTek PPF C	SunTek Ultra Defense	SunTek Ultra Tack	SunTek Altered Black
Application area	Partial hood, fender, mirrors and bumper	Partial hood, fender, mirrors and bumper	Partial hood, fender, mirrors and bumper	Partial hood, fender, mirrors and bumper	Partial hood, fender, mirrors and bumper	Roof
Retail price	\$1,100	\$900	\$750	\$1,200	\$900	\$600
Materials	\$180	\$150	\$138	\$175	\$150	\$158
Labor	\$150	\$150	\$150	\$150	\$150	\$60
Profit (\$)	\$770	\$600	\$462	\$875	\$600	\$382
Margin (%)	70%	67%	62%	73%	67%	64%

Pricing may vary based on location.

Available Roll Widths & Lengths	3/8" Edge Guard	5/8" Edge Guard	12"	18"	24"	30"	36"	48"	60"	72"
SunTek Reaction Gloss 50'										X
SunTek Reaction Gloss 100'			X	X	X	X	X	X		
SunTek Ultra Gloss 50'									X	X
SunTek Ultra Gloss 100'			X	X	X	X	X	X		
SunTek Ultra Matte 50'									X	
SunTek Ultra Matte 100'								X		
SunTek PPF C 50'									X	
SunTek PPF C 100'	X	X	X	X	X	X	X	X		
SunTek PPF M 50'									X	
SunTek PPF M 100'								X		
SunTek Ultra Defense Gloss 50'									X	
SunTek Ultra Defense Gloss 100'					X	X	X			
SunTek Ultra Tack Gloss 50'									X	X
SunTek Ultra Tack Gloss 100'			X	X	X	X	X	X		
SunTek Altered Black 50'									X	

