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SmartView™ Window Solutions Shedding Light on the Multi-Billion Dollar Window Tinting Industry

*Advancements in Window Film Spawns Revolutionary Business Expansion;
Offers Environmental Benefits for Homes and Business*

MIDLOTHIAN, IL – Making its debut on the national franchise stage, SmartView™ Window Solutions is shedding light on the positive environmental and economic impact of window film and a burgeoning industry sector. With numerous franchises slated to open in its inaugural year, the home-based franchise concept specializes in residential and commercial flat glass window film. SmartView Window Solutions is planning to develop up to 500 franchises in the next five years, making it the largest mobile window film franchise in the nation.

The impetus of SmartView Window Solutions traces back to the success of another Moran Industries brand, Alta Mere, which has been in the window film business for more than 20 years. In response to customer demand, Alta Mere stores added residential and commercial window film consultation and installation to their core service offerings. Years of testing and research resulted in the development of SmartView Windows Solutions as a profitable standalone concept.

“Gone are the ‘Dark Ages’ of window tinting, in which film was primarily opaque and low quality. SmartView is indicative of the evolution over the past decade, providing an assortment of hues and performance characteristics,” said Barb Moran, CEO of Moran Industries, the parent company and franchisor of SmartView Window Solutions. “With today’s economic and environmental pressures, people are seeking simple, cost-saving and eco-friendly practices. SmartView is *the* solution.”

Established in 2008, SmartView Window Solutions is a mobile and home-based franchise concept that specializes in residential and commercial flat glass window tinting. Offering high quality films to both residential and commercial customers, SmartView provides free in-home design consultation and professional installation of window film from a mobile facility.

“Thanks to the advancements in technology, there has never been a better time to be in the window film business. Moran Industries is a nationwide authority with the strength and specialization to fulfill the growing demand through SmartView Window Solutions,” said Pete Baldine, Chief Development Officer of Moran Industries and SmartView Window Solutions. “SmartView’s business model is the best in the industry with top of the line products and competitive prices.”

Industry studies report every 100 square feet of window film can reduce the air conditioning load of a building by as much as 12,000 BTUs – or one ton of heat. With 15 billion square feet of glass in residences across the U.S., the potential environmental effects are extraordinary.

A thin layer of ceramic film holds numerous economical, environmental and safety benefits for home and business owners. Industry studies show window films can block 99 percent of ultra violet rays, which are damaging to furniture and dangerous for skin. Films can keep out as much as 80 percent of the sun's heat, reducing a building's energy consumption by 70 percent. Film also helps prevent window panes from shattering during violent storms or robbery attempts.

According to Baldine, SmartView is a hot concept in a multi-billion dollar industry that offers unlimited growth potential. The ease of operating a SmartView business will be the driving force of the initial growth. Ongoing architectural trends and the proven benefits of window film will drive consumer demand, which ensures the concept's long-term success.

SmartView Window Solutions owners are backed by the strength and comprehensive franchise support and training of Moran Industries. The company offers franchisees the benefits of a home-based mobile business, including low startup costs, low overhead, minimal operational costs and the flexibility to make your own schedule.

About SmartView™ Window Solutions

SmartView Window Solutions is a mobile and home-based franchise concept that specializes in residential and commercial flat glass window film installation. Smart View Window Solutions franchisees provide free in-home design consultation and professional installation of window film from a mobile facility. Established in March 2008, SmartView Window Solutions is a franchise brand of Moran Industries, Inc. For more information on SmartView Window Solutions, visit www.moranindustries.com.

For franchising information, contact Virginia Garcia at (708) 389-5922 or vgarcia@moranindustries.com.

About Moran Industries, Inc.

Established in 1990, Midlothian, Illinois-based Moran Industries is a franchisor specializing in the automotive after market and interior window film installation. The corporation is comprised of six franchise brands and more than 200 locations including: SmartView Window Solutions, Transmission USA® service centers (Mr. Transmission®, Multistate Transmission®, Dr. Nick's®); Alta Mere® "Toys for You Car"™; and Milex® Complete Auto Care™. For more information on Moran Industries, visit www.moranindustries.com or call 708-389-5922.

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