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## Company says local climate right for business

### Ill. firm to market window-tinting franchise here

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The area's warm climate is a reason an Illinois-based company has selected Greenville to launch its newest brand, SmartView Window Solutions.

SmartView Window Solutions is a window-tinting service targeting residences and businesses.

Moran Industries plans to open as many as 10 of its SmartView Window franchises in the Greenville area over the next five years.

Pete Baldine, chief development officer for SmartView, said the franchise was Beta-tested in other markets for two years. He said it was successful in places such as Oklahoma, Texas and Arkansas.

"Now we are prepared to grow the business on a national level," he said. "We've targeted a lot of Sunbelt markets such as Greenville to really grow this business."

Midlothian-based Moran, which is more than 50 years old, is an automotive aftermarket corporation with brands such as Mr. Transmission, Milex Complete Auto Care, and Alta Mere "Toys For Your Car."

Baldine said the company has had "very good success with its Mr. Transmission and Milex franchises in the Greenville and surrounding areas.

"We know it's a very good market and it's a place we want to be," he said.

The company is seeking franchisees that will help it get SmartView in this market.

SmartView Window film is designed to reduce heat infiltration and keep homes and businesses cool, and block out destructive ultraviolet rays, Baldine said.

The product was developed based on the company's years of experience and knowledge in the automotive film industry. But, due to technology, it differs from the film used on vehicles.