

Better Film. Better Value.

## Moran Industries Opens Location in Oklahoma City

Jun 25th, 2009 | By [admin](#) | Category: [Industry News](#)

In March of 2008, Moran Industries announced it was officially entering the window film industry as a franchise provider. While the Midlothian, Ill.-based company had long provided automotive films under its Alta Mere name, it also introduced a flat glass franchise under the name of SmartView. The company's chief executive officer, Barb Moran, said she explored the idea of an automotive and flat glass window film franchise for approximately 12 years before launching the concept. Recently, one of the company's test dealers officially opened the resulting SmartView franchise in Oklahoma City.

"Greg Goodman of Oklahoma City was the 'guinea pig' for SmartView," explains Emily Collins, Moran's public relations representative. "He tested the various window films out in his local market for a few years so that Moran Industries could develop the product and launch the SmartView brand. Greg has now officially added SmartView to the list of companies he owns in the Oklahoma City market."

Collins says Goodman currently offers three other Moran Industries brands. The company also has also signed a SmartView owner in Valparaiso, Ind., slated to open by the end of June.

### Leave Comment