

Franchise Times®

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Moran Industries launches SmartView brand

Moran Industries, a franchisor in the automotive aftermarket industry, is revving up for the home improvement industry with its new concept, SmartView Window Solutions. The new brand is a mobile and home-based franchise specializing in residential and commercial flat-glass window tinting.

The franchisor plans to promote the “economical and environmental benefits” window filming might have in residential and commercial buildings; thus putting an end to what Moran CEO Barb Moran called the “dark ages” of window tinting.

SmartView will demonstrate the industry’s new technological advances and provide an assortment of hues and advantages to consumers, Moran said.

Moran Industries franchises six brands, including Transmission USA service centers, Alta Mere Window Tinting & Auto Alarms, and Milex Complete Auto Care.