

It's getting colorful

More and more colored paint protection films are expanding the business opportunities for car wrappers and advertising technicians.

Paint protection film is becoming increasingly important in today's world, where vehicle protection is becoming more and more important, especially in the high-end segment. Paint protection film protects car paintwork from stone chips, scratches, and UV rays, thus preserving not only the appearance but also, and above all, the value of the vehicle. Colored PPF also sets new design trends, combining protection with individuality. Manufacturers are responding to growing demand with numerous new products, especially in the area of colored paint protection films.

Orafol: Portfolio grows

Thanks to the wide range of colors available, paint protection films are increasingly taking on a design function. "We are therefore continuously expanding our portfolio—both in terms of color variety and technical properties such as UV resistance, ease of application, and long-lasting performance," explains Uwe Zimmermann, Technical Sales Manager at Orafol. The film manufacturer has just expanded its product portfolio in the PPF sector: in addition to the transparent version, variants in black and white are now available, each in a matte or glossy finish. The Oraguard PPF2815 series was specially developed



Image: Orafol

With the Oraguard PPF2815 series, Orafol is expanding its portfolio to include colored paint protection films – initially with white and black.

for efficient protection and long-term value retention of vehicle paintwork and high-quality surfaces. According to the manufacturer, the special TPU films offer reliable protection against dirt, stone chips, scratches, and UV radiation. Thanks to the "hydrophobic coating with lotus effect," dirt adhesion is significantly reduced and cleaning is made easier. Fine scratches smooth out on their own under the influence of heat, thanks to the integrated self-healing effect.

3M: maximum performance

3M has launched a new paint protection film "for maximum performance." The Paint Protection Film Series 150 was presented for the first time at Fespa 2025 in Berlin. It is a highly transparent paint protection film made of polyurethane, which is said to have "impressive product properties." These include, above all, the "self-healing surface," which makes small scratches disappear when heated. A hydrophobic, glossy finish ensures a permanently brilliant appearance, while "excellent stretchability" improves adhesion to complex contours. To facilitate easy positioning without leaving any residue, the adhesive has also been optimized.

adhesive has also been optimized to facilitate easy positioning without leaving any residue. 3M offers a ten-year warranty for the PPF Series 150. PPF 150 is available in widths from 305 to 1,524 millimeters.

Xpel: 16 colors

Xpel recently launched its Co-lor PPF series, which currently offers 16 OEM-inspired colors ranging from Pearl White to Ultra Plum, Yellow, Satin Thermal Beige, and South

Avery Dennison Supreme Wrapping Film™

Addition to the Avery Dennison
Supreme Wrapping Film portfolio.

Avery Dennison Supreme Wrapping Film™ is available on the market in a wide range of colors and finishes. The car wrapping film is characterized by its outstanding properties such as durability, excellent adaptability in three-dimensional areas, excellent repositionability and movability thanks to Avery Dennison Easy Apply™ RS adhesive technology, and particularly long-term removability.

Avery Dennison has teamed up with renowned influencer SupercarBlondie to exclusively develop and launch four brand new Avery Dennison Supreme Wrapping Film™ SupercarBlondie Collection colors.

The new colors are currently available on the market and complement the Avery Dennison Supreme Wrapping Film™ portfolio.

For more information, visit: graphics.averydennison.com/swf



SWF Satin
Sunset
Ride

SWF Matte
Dreamline
Blue

SWF Gloss
Metallic
Cosmic Rose

SWF Gloss
Smooth
Sage



MAKING POSSIBLE™



Yellow is one of 16 OEM-inspired colors in the new Color PPF series.
series from Xpel.

Beach Blue to Satin Midnight Black. "Like the transparent paint protection films from the Xpel brand, these films have a self-healing top coating," explains Bruxsafol Managing Director Thomas Brux. Fine scratches and swirl marks are supposed to disappear on their own, and the material does not yellow, tear, or discolor, according to the advertising, which also offers a ten-year guarantee. An advanced hydrophobic coating with a lotus effect is also supposed to repel water, chemicals, and dirt, thus simplifying care and ensuring long-lasting shine. "We are excited to see how customers react to the new film," says Thomas Brux.

Avery Dennison: Supreme Protection Film

Avery Dennison also guarantees a ten-year durability for its TPU films in the Supreme Protection Film SPF-X3 series, which feature a heat-activated self-healing function. Ideal for paint protection applications where resistance to dirt and damage from stone chips is crucial. The Mactac Protect Pro series is another PU-based premium paint protection solution from Avery Dennison. Both ranges include high-gloss transparent as well as black silk matt and matt films. With regard to colored paint protection films, the company is currently "busy with development and market research," explains Senior Business Development Manager Jens Claaßen. "We want to present a mature product that meets the requirements when we launch it on the market."

Rudi Stallein



PPF in practice

Thicker, more demanding, unfamiliar: colored paint protection films require specialist knowledge and sales talent.

Colored PPF opens up new possibilities in vehicle design, but also presents film applicators with special challenges in terms of processing. Unlike PVC variants, TPU-based PPF is thicker, more complex in structure, and requires special expertise. And: Car wrappers need to be aware that they have to actively promote the new colored paint protection films to their customers. Selling is the be-all and end-all.

"We are still in the early stages of full wrapping. We are still a long way from every customer knowing what the possibilities are here," says Rainer Lorz. "And you have to sell PU film material in particular. No one should expect customers to come in and ask, 'Do you have colored PU? I want that.' We are still a long way from that." This means that advertising technicians and film applicators are in demand as salespeople, as the film application specialist from the Wrap Institute emphasizes. The same is true in the car wrapping scene with colored

Paint protection film is often still like this: everyone talks about it, but only a few really know anything about it yet. This, in turn, offers companies the opportunity to stand out from their competitors on the market by selling or using TPU film. "That's definitely the case. Because with any product that's new, if you know your stuff and you know what you're doing, you'll be the specialist," explains Rainer Lorz.

Actively stimulating demand

Demand for colored paint protection films is still in its infancy because customers are unaware that this alternative exists, agrees Marco Kimme, owner of Intax. "However, we have found that when customers learn about this option, they tend to choose high-priced paint protection film over conventional PVC film." This is consistent with the

experiences that Tobias Ziegler has been having for some time. "Five years ago, demand was still about fifty-fifty between paint protection and normal film, but over the last three years, demand for transparent paint protection film has increased enormously," says the owner of Folien-Factory. "In the high-end price segment of vehicles, I see this as an absolute game changer." Marcus Knoch, owner of Car Film Components (CFC), observes that "It is no longer just luxury cars and super sports cars that are being wrapped, but demand is increasingly extending into the mid-range segment."

Application requires expertise

Applying colored paint protection films poses a challenge. "The installation process is fundamentally different from that of a full wrap film," Marcus Knoch sums it up. There are several reasons for this. Colored TPU films are about twice as thick as PVC car wrap films. "This means that different forces act on TPU films than on PVC films, and this requires a different processing method," explains Marco Kimme. With CYS Colored TPU, the matte films, which are equipped with an air adhesive channel, are bonded dry, and the glossy films are bonded wet. Wet bonding, including mounting fluid, is also the key difference compared to PVC films. "Only by wet bonding glossy TPU films with smooth adhesive can you achieve absolutely perfect glossy surfaces. This does not work with glossy films with adhesive channels," Marco Kimme continues.

"Because it is wet-bonded, you have to change your mindset. Starting from scratch again," Tobias Ziegler explains; experience with processing PVC films is



Image: Intax
Not only interesting for luxury sports cars: taxis can also be with colored paint protection film.

only of limited use. "Someone who started three or four years ago, for example, will have a problem with it. And someone who has only applied PVC color films will also have a problem with it," believes the head of Folien-Factory, referring to CYS TPU film, of which he is a declared fan. As things stand, he is convinced that "only those who have grown up with these materials in recent years will achieve a clean, reasonable end result."

Sensible investments

That's why appropriate product training is definitely recommended. "Anyone who wants to process the material properly should do this," advises Tobias Ziegler. He himself acquired his knowledge in the Intax course. Their expertise is no accident. "We spent a good six months testing and trying out different processing methods. We also exchanged ideas within the Ge-wa network to give each other tips and find solutions," explains Marco Kimme. "So we invested a lot of time and money in materials to develop reliable applications." There are many opportunities to familiarize yourself with the new film and its special features. Appropriate training courses and detailed processing instructions for their products are standard at film manufacturers such as Orafol, Bruxsafol, 3M, and CYS; Spandex also offers training courses for beginners and advanced users, as do the film application professionals at the Wrap Institute (*also online with a video library*) and the CFC Academy. Its owner, Marcus Knoch, explains: "Not every advertising technician can apply paint protection film just because they work with films. If you invest in this area, you'll be ahead of the game." Or, as Rainer Lorz visualizes the future with Colored PPF: "It's like a train where you have to buy a ticket now so you can ride it later—and when you do ride it, it's an express train."

Rudi Stallein



Image: Bruxsafol
Black becomes South Beach Blue – bonding the colored
However, applying paint protection films is a skill that must be learned.