



**FOR IMMEDIATE RELEASE:**

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**Arlon Takes SEMA**

**Placentia, California – October 31, 2014** – Arlon is very excited to announce that we will be exhibiting at the 2014 SEMA tradeshow in Las Vegas, NV. The SEMA Show is the premier automotive specialty products show in the world, drawing together the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. Arlon will continue to set trends in the automotive restyling market by launching 12 "New" Ultimate PremiumPlus™ colors. In addition, Arlon will raise awareness about what vinyl color change is by leading a speed wrap competition with our host partner, DUB Magazine.

"Our goal is to host a spectacle that will raise the automotive aftermarket crowd's awareness of color change wraps! Never before has Arlon hosted an event on this grand of a scale," states Ritchie Daize, Business Development Manager – Automotive, Arlon Graphics, LLC. "We are excited to share in people's excitement over Arlon's New Ultimate PremiumPlus color offerings."

**About Arlon Graphics:**

Arlon manufactures a complete range of automotive grade films designed specifically for use in vehicle restyling. These films are ultra-conformable and easy to install which allows them to perform and look like paint. Arlon offers the industry's top selection of finishes for all of your vehicle color change needs including; Ultra Matte, Metallic, Sparkle Effect, Matte Effect, Pearlescent, Carbon Fiber and Brushed Metal finishes. Arlon is headquartered in Placentia, CA, with strategically positioned distribution out of Australia, Europe, India, Latin America, the UK and Uruguay to service our customers worldwide.

**For further information on all Arlon products, contact customer service:**

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