WILLIAM SMITH



AVERY DENNISON PAINT PROTECTION FILMS

WE'VE GOT YOU COVERED.

A GROWING RANGE OF PROTECTION FILMS FOR VEHICLES

Supreme Protection Films are the leading technology in self-healing protection.

With gloss, satin and matte finishes, and a gloss black option, the films are designed for full car protection or protecting high risk vehicle parts. Made with a high scratch resistant top-coated Polyurethane, each Avery Dennison Supreme Protection Film product helps to maintain the pristine factory condition of high value vehicles, is easy to apply and provides outstanding aesthetics.

PERFORMANCE WHEN YOU NEED IT MOST!

Supreme Protection Film Key Features

- Heat-activated, self-healing top coat helps keep surfaces looking flawless
- Up to 10 years durability for long-lasting protection
- UV resistance will help reduce fading and protect against sun damage
- Made from Polyurethane film which is a high-performance material with engineered flexibility, strength and impact resistance
- Easy to apply and remove for smoother installations and cleaner removal without damaging paintwork
- Premium finish will deliver a sleek, high-end appearance
- Durable optical clarity for a crystal-clear finish that will help maintain the original colour and shine without distortion

●●●●● Outstanding Performance ●●●● Excellent Performance ●●● Standard performance

Paint Protection Films

PRODUCT COMPARISON



	SPF-X3	ADFEND PRO	SPF-X2	SPF-SATIN	SPF-MATTE	SPF-GLOSS BLACK
Durability	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
Scratch Resistance	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●●
Impact Resistance	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●●
Stain Resistance	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●●
Hydrophobicity	●●●●●	●●●●●	●●●●○	●●●○○	●●●○○	●●●●○
Ambient Temperature Self-Healing	●●●●●	●●●○○	●●●○○	●●●○○	●●●○○	●●●●○
Heat-Assisted Self-Healing	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
Ease of Application	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
Optical Clarity & Appearance	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○



AVERY DENNISON SUPREME PROTECTION FILM SERIES

ADFend - Gloss, Matt Finish

ADfend Pro Series is a high-performance paint protection film designed to defend against stone chips, scratches and everyday wear. With self-healing technology, excellent clarity and premium gloss or matte finishes, it helps preserve a vehicle's appearance mile after mile.

THICKNESS (FILM)
165 microns

ADHESIVE COLOUR
Clear

FILM TYPE
Polyurethane

DURABILITY
Up to 10 years

FILM FINISH
Gloss, Matt

REMOVABILITY
Permanent

SURFACE TYPE
Flat, Simple curves, Smooth
Convex or Concave surfaces

SPF X3 - Gloss Finish

Avery Dennison Supreme Protection Film SPF-X3 is a clear gloss film that protects vehicle paint from chips, debris, stains, weathering and scratches. Its self-healing top coat removes light marks with heat and helps resist staining and yellowing.

THICKNESS (FILM)
165 microns

ADHESIVE COLOUR
Clear

FILM TYPE
Polyurethane

DURABILITY
Up to 10 years

FILM FINISH
Gloss

REMOVABILITY
Permanent

SURFACE TYPE
Flat, Simple curves, Smooth
Convex or Concave surfaces

SPF X2 - Gloss Finish

Avery Dennison Supreme Protection Film SPF-X2 is a clear gloss film that helps protect vehicle paint from chips, debris, stains, weathering and scratches. Its self-healing top coat removes light marks with heat to keep the finish looking new.

THICKNESS (FILM)
135 microns

ADHESIVE COLOUR
Clear

FILM TYPE
Polyurethane

DURABILITY
Up to 7 years

FILM FINISH
Gloss

REMOVABILITY
Permanent

SURFACE TYPE
Flat, Simple curves, Smooth
Convex or Concave surfaces

SPF - Gloss, Matt, Black Finish

Avery Dennison Supreme Protection Film SPF is a premium film that protects vehicle paint from chips, stains, scratches and weathering. Its self-healing top coat helps light marks disappear at room temperature.

THICKNESS (FILM)
165 microns

ADHESIVE COLOUR
Clear

FILM TYPE
Polyurethane

DURABILITY
Up to 10 years

FILM FINISH
Gloss, Matt

REMOVABILITY
Permanent

SURFACE TYPE
Flat, Simple curves, Smooth
Convex or Concave surfaces



AVERY DENNISON

AVERY DENNISON COLOUR PAINT PROTECTION FILM

WHERE COLOUR MEETS PROTECTION

The ultimate fusion of colour transformation and paint protection.

Avery Dennison Color Paint Protection Film combines premium colour with advanced paint protection. Designed for wet application, it delivers a deep, highgloss, paint-like finish while protecting against road grime, water stains and minor scratches. Highly conformable for complex curves and full vehicle coverage, it offers up to five years of reliable durability to keep your vehicle looking its best.

Features

- Up to 5 years durability
- Wet apply for a paint like finish
- 2D+ conformability for ease of application on curves and edges
- High-gloss finish to help deliver a smooth paintlike finish
- Hydrophobic top coat will help keep surfaces clean
- Helps protect paint jobs against UV, stone chips, water stains, wear and tear and small to medium scratches

Colours available:



Avery Dennison PPF
Gloss Orange



Avery Dennison PPF
Gloss Light Blue



Avery Dennison PPF
Carmine Red



Avery Dennison PPF
Rock Grey





What is Clearcut?

ClearCut by William Smith is a state-of-the-art PPF software package that allows you to access pre-cut vehicle templates, so you can cut PPF material to the correct shape and size to ensure the perfect fit.
For exclusive use with Avery Dennison Supreme Protection Film Series.

Why choose Clearcut?

You'll also have access to William Smith's on-hand experts, ready to guide, advise, and support you throughout your projects.

Built to be intuitive and easy to use, ClearCut helps you get up and running quickly, with a streamlined workflow designed for day-to-day efficiency.

Software Compatibility

Our ClearCut software is compatible with well-known cutting device manufacturers, including:

- Graphtec
- Rokand
- Mimaki
- GCC
- Titan

plus other USN-connected plotters.

ClearCut software is only compatible with Windows and not with Apple Mac. We also cannot guarantee that older cutting devices will wok with ClearCut.
If you have any questions, please speak to a PPF expert for more information.

CLEARCUT FEATURES

ClearCut offers over 400,000 vehicle patterns, with the pattern catalogue regularly updated.

Check out some of the features below.

Optimised Super Nesting

Automatically nests patterns to reduce material wastage - resulting in less material usage and lower costs for you.

Fill Comment Function

Colour-codes and labels are used to show different cut-out sections so everything can be easily identified.

Pen Tool

Enables you to freestyle, and customise patterns as needed.

Text Feature

Allows you to add custom text for logos, branding, or similar elements.

Mirror Function

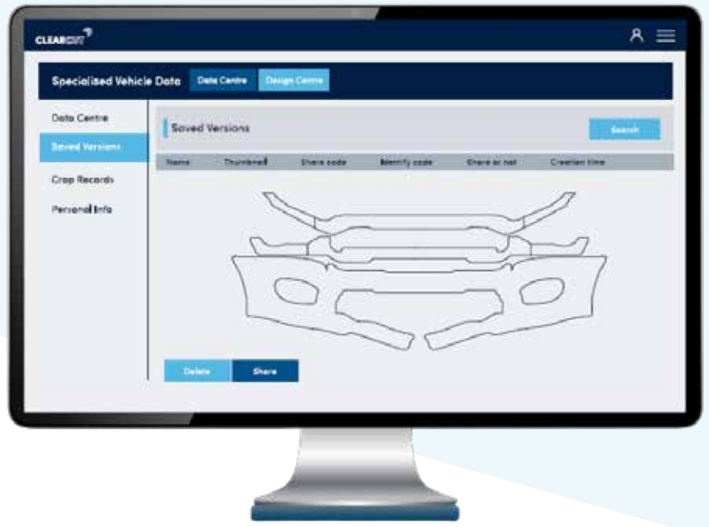
This function will mirror selected elements of a kit exactly.

Multi-Line Database

Automatically match to the nearest available line by default.

Split Function

Allows you to split parts in any way you need.



Want to know more?

Get in touch with us about ClearCut

FAQS

What are the computer requirements for the software?

To get the best experience from the ClearCut software, you'll need a 62-bit computer system running Windows 10 or newer. This ensures smooth performance, stable operation, and full compatibility with the latest updates and features.

Will the software be updated regularly, and do i need to pay for updates?

Absolutely! Updates are released frequently, often weekly or even daily. All updates are included at no extra cost.

Does the program require an internet connection?

Yes, William Smith ClearCut software requires an internet connection to function properly. Poor internet may cause slow performance or freezing. Please install the software on your Drive D: for optimal performance.

What plotters does the software support?

The software is compatible with Graphtec, Roland, Mimaki, GCC, Titan, and other USB-connected plotters. We advise you speak with us if you are unsure if your cutting machine is compatible.

Can I adjust templates before cutting?

Yes! Templates can be modified, repositioned, and optimised using the automatic layout tool.

How should I set my display for the best viewing experience?

We recommend setting your display scaling to 100% with a resolution of 1920 x 1080 for correct interface layout.

What PPF materials can be used with William Smith ClearCut?

William Smith ClearCut is designed for use with Avery Dennison PPF materials.

Can I login on multiple devices?

Once installed on your computer the software will bind to that device. If you want to set it up on another computer you will need to contact us, and we'll then be able to unbind it so you can login on another device.

Who do I contact if I have a question about ClearCut or PPF?

Michael Duffield is our William Smith PPF specialist, he is on hand to assist with any queries you may have. However, should he not be available of course you can contact the sales office.

WILLIAM SMITH PPF TEAM

Have any questions about PPF or need marketing materials? Meet the PPF Team who are here to help!



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RECOGNISED PAINT PROTECTION INSTALLER PROGRAM

We understand that being a trusted expert in Paint Protection Films (PPF) requires more than just skill. It's about being part of a network of professionals who share knowledge and experience. That's why Avery Dennison have created the Recognised Paint Protection Installer (RPPI) Program.

The RPPI program is a community of PPF Installers who work with Avery Dennison Supreme Protection Films.

By joining as an RPPI member, you will be recognized as a key partner in offering premium Avery Dennison paint protection solutions to customers across the United Kingdom and Europe.



BENEFITS OF JOINING THE RPPI PROGRAM

Becoming a Recognised Paint Protection Installer opens doors to exclusive benefits that will elevate your business and professional profile as a PPF Installer.

Networking and Support

Join a vibrant community of PPF professionals across the UK and Europe. Share insights, get advice, and collaborate with other top-tier installers who are as passionate about PPF as you are.

Exclusive Tools and Branding

As part of the RPPI program, Avery Dennison and William Smith, will provide you with the necessary PPF Demo Tools and branding materials to transform your shop into a high-standard PPF installation center with exclusive Avery Dennison branding that boosts your credibility and attracts more clients.

UNLOCK REWARDS WITH AVERY DENNISON PPF CLUB

What is the PPF club?

The PPF Club is a new rewards system created by Avery Dennison that gives you the chance to earn points and redeem top-quality tools, branded merchandise, accredited training and so much more.

Simple, direct, and designed to give back to you.

How does the PPF club work?

To use the PPF Club first you will need to sign-up via this website:
club.ppfad.eu/sign-up/
using the Roll ID or Lot Serial Number* from your roll of Avery Dennison PPF.

Once logged in you will be able to log your PPF purchases on the Club website. Every linear metre earns you 1 point.

Once you've acquired enough points head to:
club.ppfad.eu/shop/
to redeem your points on premium tools, exclusive Avery Dennison merchandise, or even advanced training courses. You choose what matters most to your business.

What can you claim?

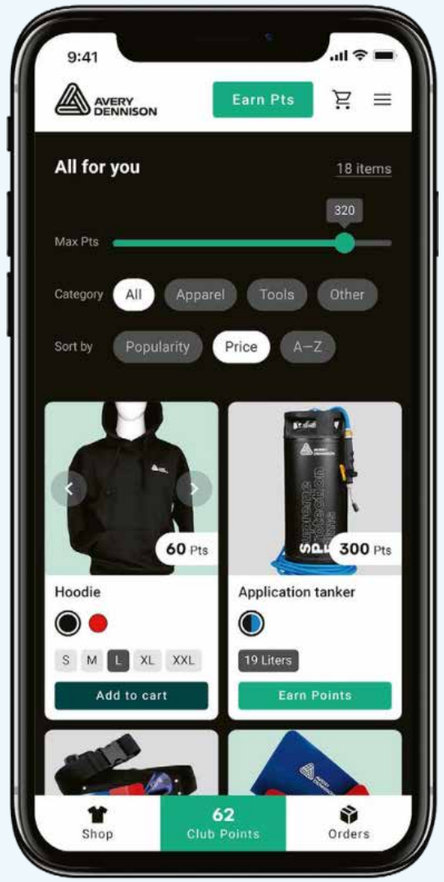
- Tools and Accessories: From magnets to squeegees to microfibre cloths and everything in between.
- Avery Dennison Merchandise: Mugs, t-shirts, keychains and even more.
- Training Courses: Essential wrapping techniques to advanced courses there's something for everyone.

Claim these plus so much more!

* If a full roll has been purchased then you will find the Roll ID printed on the label at the bottom of the box. If not then you will find the Lot Serial Number printed on the inside of the roll tube. If you need assitance please contact your ditributor who will help you locate it.

"Avery Dennison PPF Club™ rewards installers who choose Avery Dennison. Earn points on every square meter installed through William Smith and redeem them for tools, training, merchandise, and exclusive experiences."

Lisa Chan, Sales Manager UK,
Avery Dennison Graphics Solutions.





WILLIAM SMITH GROUP 1832
ACADEMY
TRAINING THE PROFESSIONALS

WILLIAM SMITH
TRAINING ACADEMY.

The difference is in the detail.

WILLIAM SMITH TRAINING ACADEMY

Looking to add PPF to your portfolio?
We've got you covered!



AVERY DENNISON PAINT PROTECTION FILM APPLICATION COURSE - *2 DAY COURSE*

The Avery Dennison Paint Protection Film Application Course is ideal for vehicle wrappers looking to add PPF to their offering!

This, two-day Avery Dennison Paint Protection Film Application Course based in Barnard Castle is ideal for vehicle wrappers looking to add PPF to their offering or complete beginners.

Courses are limited to six attendees to ensure each delegate has the time and one-to-one tuition needed from Academy trainer Mike Szwacki to master the application techniques.

This course begins with the theory of PPF films, before moving onto the tools required for optimal application an the importance of slip and tack solutions.

Attendees are then taken through the ultimate vehicle preparation cleaning process to avoid issues and of course, shown plenty of application demonstrations to a variety of vehicle panels, including how to tackle corners and edges.

Then it's over to you for lots of hands-on time to practise what you've learnt.

WS Produced UK | 1026

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