

SelectiveGuard™

Teamwork Design
 Innovation Finish Integrity
 Form

**Precision Selective Film
 Protection for Your Product**

Process Description

American Trim is pleased to present SelectiveGuard™ - the latest in precision selective film protection for your product or component. SelectiveGuard™ is a patent pending technology designed to replace traditional and costly protective taping systems in the market today.

Value Proposition

SelectiveGuard™ is a new cost effective process to replace laminate tape. The key benefits of SelectiveGuard™ include:

- UV curing process reduces time, space and cost
- Customizable and selective tape placement
- Film forms without tearing
- Resistant to most lubricants
- Labor cost is significantly reduced

The SelectiveGuard™ process is scalable. It can operate as a manual feedback system staffed by your employees or as a fully automated robotic system. In addition, American Trim can provide this system to you as:

- A stand alone system within your facility
 - Operated by your team
 - Operated and staffed with contracted employees
- A shared or stand alone system within our existing manufacturing floorspace

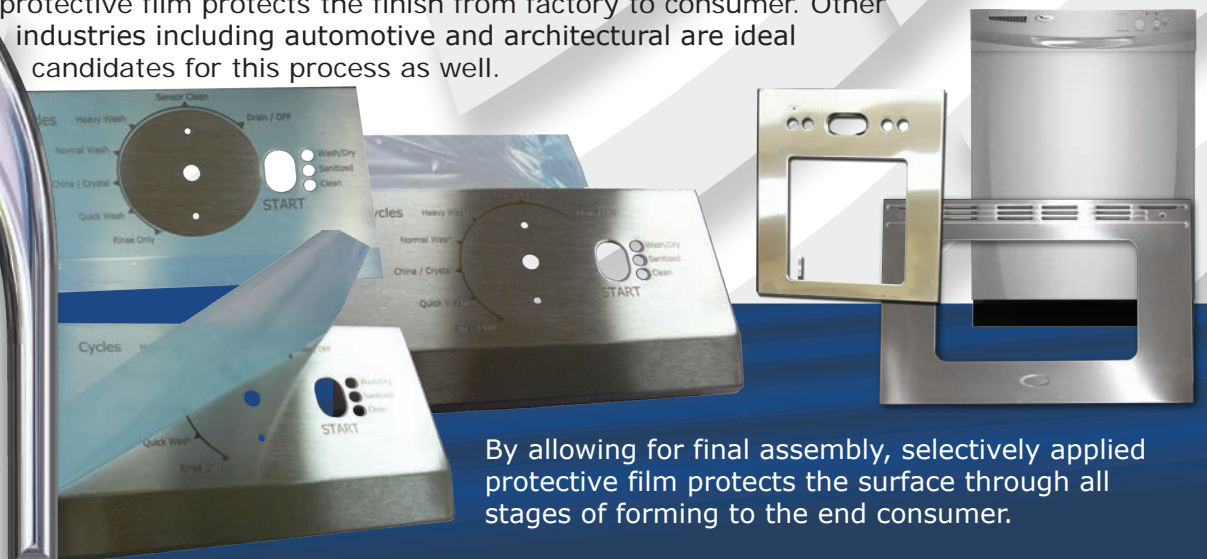
Product History

SelectiveGuard™ was originally developed in 1994 for in-house application within American Trim to support our client base. Since inception, SelectiveGuard™ has reached some significant "real world" application milestones including:

- 600,000 gallons produced to date
- 1 billion square feet selectively protected to date
- Tested and approved for painted and raw aluminum, plain and coated steel or stainless steel
- Testing on plastic and other substrates in development
- Reformulated for broader applications and commercially introduced in 2008

Targeted Application

SelectiveGuard™ is targeted for use in the appliance industry. The protective film protects the finish from factory to consumer. Other industries including automotive and architectural are ideal candidates for this process as well.



By allowing for final assembly, selectively applied protective film protects the surface through all stages of forming to the end consumer.



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Equipment Specifications

Machine

- UV Guardian™
- 3 System Options Available
- Manual to Robotic

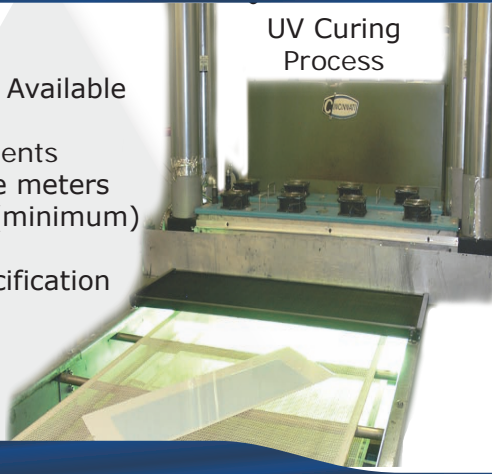
Floor Space Requirements

- 250 to 450 square meters
- 20 linear meters (minimum)

Power Requirements

- Per customer specification

UL Certified



UV Curing
Process

Equipment

- \$300,000 – \$600,000 (USD)
- Dependant upon final configuration and amount of automation

Monthly Operating Costs

- \$5000 - \$8000 (USD)
in System Maintenance

Liquid Tape Consumables

- \$125 gallon (USD)
- Volume discounts would apply

Local Country Support Available

Lease Options Available

Case Study

An OEM manufacturer approached American Trim to replace their current laminate tape process with SelectiveGuard™. Their primary interest was to apply protective tape selectively and to significantly reduce cost.

Customer Profile

Customer: OEM Manufacturer

Application: 40 million annual square feet

Results

- Reduced 90% of labor content
- Saved >50% on current process costs
- >\$2 million (USD) in annual savings
- 3 – 6 month payback on their entire investment



Selective application of tape
can be very precise

About American Trim

American Trim specializes in the forming, decorating and coating of metal and composite substrates. We are dedicated to providing value for our customers through innovative product design and development, efficient processes, quality products and development of global logistical solutions. We develop and market breakthrough ideas and product concepts to improve aesthetics, performance and enjoyment of products found in many businesses, households and vehicle systems.

Please contact us to learn more about how we can match our capabilities with your needs.

Contact Us

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