

FOR IMMEDIATE RELEASE

**MACDERMID ENTHONE DEMONSTRATES UNRIVALED INNOVATION IN AUTOMOTIVE FILMS AT VEHICLE DISPLAYS DETROIT 2019**

*MacDermid Enthone Industrial Solutions, located at table 31, Vehicle Displays Detroit, Livonia MI, 24-25 September*

**Waterbury, CT, USA, 15 August 2019:** At this year's Vehicle Displays Detroit, MacDermid Enthone Industrial Solutions will showcase its latest development in display film technology – XtraForm™ Antiglare. Developed to meet evolving automotive interior design needs and challenges, XtraForm Antiglare provides exceptional unrivaled performance. Visitors to the table can also explore the broad range of high-performance films that meet the stringent demands of today's global automotive industry.

With innovation driving cockpit transformations, and a growing interest in electric vehicles, the need for sleek, integrated touchscreen film technology is growing in importance. Visitors to table 31 will discover how MacDermid Enthone's XtraForm™ films, with a wide range of finishes, can transform the automotive cockpit. A film range that harmonizes and tailors interior design with seamless, integrated functionality and decoration, enabling applicators to produce high quality automotive parts.

XtraForm Antiglare is a formable and textured film designed for deep draw 3D Film Insert Molding (FIM) applications. It allows images to be seen without the distraction of surface glare from bright lights or the reflection of moving objects. With this solution, applicators can develop antiglare surfaces from 15 to 75 gloss units. Its textured surface gives high quality optics through an exceptional combination of gloss, clarity and haze, and feel – making it ideal for dashboards and display units with high performance characteristics. Achieved by the XtraForm™ process and XMAPP quality performance system, the formable automotive compatible gloss and antiglare film allows design flexibility to meet the requirements of sleek, integrated touchscreen film technology. In addition to controlling glare and enhancing user experience, XtraForm Antiglare offers a wide range of decorative finishes to improve aesthetic appeal.



XtraForm Antiglare,  
seamless integration

MacDermid Enthone will also be launching its latest white paper 'Seamless integration of automotive interior displays using high-performance hardcoated films' to visitors.

For more information on MacDermid Enthone Industrial Solutions, and to learn how its presence as a leading global player in the automotive films market is driving innovation, please visit table 31.



XtraForm Antiglare

**About MacDermid Enthone Industrial Solutions:**

MacDermid Enthone Industrial Solutions is a global leader in hardcoated films, anti-corrosion, decorative, electroless nickel and hard chrome. We offer unrivaled excellence across surface coatings for both metal and plastic substrates. We have set ourselves the goal of developing sustainable, innovative and proven chemical processes to protect and enhance components used in the automotive, aerospace, sanitary, PET recycling, consumer electronics and hardware industries. Within our chosen markets, we strive to be a supplier of choice which offers specifiers and applicators consistency for their surface coatings.

**For other enquiries please contact:**

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