

Frontignan, 4 May 2018

## HEXIS UNVEIL THEIR “BODYFENCE” CORNER SHOP AT THE 16<sup>TH</sup> EDITION OF AUTOMECHANIKA DUBAI

In May 2018 HEXIS are presenting **the new market positioning of their paint protection film “BODYFENCE”** at two major exhibitions, Automechanika Dubai and FESPA Global Print Expo (Berlin).

> “After three years of marketing and very positive responses from the automotive market, HEXIS are proud to continue the commercial and technical development of our *Paint Protection Film* (PPF)”, says **Éric Sandor, Director of Production Compounds and Coating Techniques**.

> “BODYFENCE”, the jewel in the technological developments of the HEXIS Group, will soon join the new production unit CAST4 (see the September 2017 news on the company’s website), guaranteeing optimisation of the intrinsic quality of this product, available both in matt and gloss finish.

### DEVELOPING THE NEW GRAPHIC CHARTER FOR “BODYFENCE”

The graphic charter for the “BODYFENCE” protection film is evolving; the iconic logo unveiled at **Automechanika Dubai** will be the symbol and identity for “BODYFENCE”. The HEXIS Group intend to apply the new BODYFENCE colours and logos to all the materials related to this product range; you will find them **from 15 to 18 May 2018** at the **FESPA Global Print Expo** and at various other events throughout the year.

### DEVELOPING A CORNER SHOP BY HEXIS, THE “BODYFENCE CORNER”

**HEXIS will present their Store Concept, the “BODYFENCE Corner”,** at two major exhibitions, Automechanika Dubai and FESPA Global Print Expo.

“A dedicated space for protection films, the first *BODYFENCE Corner* can be seen in the Middle East at our partner’s LeadRight”, says **Thibault Veuillet, Automotive Business Manager at HEXIS**. This test will serve as a benchmark and to showcase this Corner Shop by HEXIS as it is rolled out.

With their “BODYFENCE Corner” HEXIS intend to offer a graphic charter to “BODYFENCE Corner” certified customers, who will still retain their own corporate identity.

The graphic charter will also include elements for displaying the brand (catalogue for outdoor banner/wall decoration), lightbox, beach flag as well as promotional items and sales aid tools.

**HEXIS are continuing their drive to conquer high-tech markets while providing the ultimate in service for their customers and partners.**

Send us your requests for information or express your interest in this project to **info@hexis.fr**

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