

Avery Dennison raises the bar for Paint Protection with the launch of the PPF Xtreme series

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/EINPresswire.com/ -- The automotive aftermarket has a new benchmark. Avery Dennison has officially launched its newest Paint Protection Film portfolio in the ANZ market, spotlighting the upgraded PPF Xtreme Series, PPF Ultima Plus Series, and PPF Ultima Series. Guided by the motto "Extreme Protection. Ultimate Performance.", the new range sets a fresh industry benchmark for durability and style.



Newest Launch

For car owners and enthusiasts who have long sought protection that works without compromising their vehicle's appearance, the new PPF series arrives as a meaningful step forward. Built on enhanced polyurethane technology and featuring Avery Dennison's proprietary X-Proof™ top-coat, the film guards against scratches, stains, and everyday wear all while remaining virtually invisible on the vehicle's surface.

The series comprises three distinct products tailored to meet varying performance criteria and finishes. PPF Xtreme Gloss delivers a deep, wet superior hydrophobicity and stain resistance. PPF Xtreme XL Gloss extends the same performance across a wider 1.83-metre format, designed specifically for the broad panels of modern SUVs, trucks, and performance vehicles eliminating the need for joins or visible seam lines. PPF Xtreme Satin, meanwhile, offers a refined solution for protecting OEM satin, matte, and frozen paint finishes, or transforming standard gloss paint with a luxurious satin aesthetic.

A key advancement across the entire Xtreme range has the RAPID EDGE™ technology, which allows installers to wrap film around edges using only warm water with no additional chemicals required. The result is a faster, cleaner application process that delivers consistent, professional results.

Industry Voices

"The ANZ automotive market has always demanded protection solutions capable of enduring some of the world's toughest climate conditions," said Jordan Leach, Business Director, Avery Dennison Graphics Solutions, ANZ & ASEAN. "This latest PPF launch marks a major step forward, setting a new benchmark for performance and durability in the region. We are proud to deliver a solution that offers total confidence to installers and car owners who refuse to compromise on quality."

"Our focus with this next-generation series was addressing the real-world elements drivers encounter every day from stubborn road grime to minor surface scratches," added Pritika Barbosa, Product Manager, Avery Dennison Graphics Solutions. "By pairing enhanced self-healing and stain-resistant polyurethane with comprehensive warranties ranging from 5 to 12 years, we are enabling drivers to preserve their vehicle's value seamlessly while offering installers a smooth, premium film to work with."

The range is backed by comprehensive warranties ranging from 7 to 12-years, a reflection of Avery Dennison's confidence in the durability of its materials and its track record as a global materials science leader. Products are designed and tested for extreme environmental conditions, from intense UV exposure to harsh contaminants such as insect strikes and bird droppings.

The launch arrives at a time when consumer appetite for vehicle protection and personalisation continues to grow across the ANZ regions. Industry data suggests that four in ten new car buyers are willing to invest in aftermarket accessories to both personalise and preserve their vehicles, a trend that has positioned high-performance PPF as an increasingly mainstream consideration rather than a niche upgrade.

The new range of PPF is available now across ANZ markets through Avery Dennison's certified installer and distributor network. For product information, samples, or installation resources, visit www.graphics.averydennison.com/apac .

About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. We are a leader in graphics innovation, dedicated to transforming brand visions into compelling realities. With high-performance, pressure-sensitive materials and pioneering technologies like Easy Apply Technology and Supreme Wrapping Films,

we empower businesses to create impactful, eye-catching vehicle and architectural graphics. Our commitment to creativity and precision ensures every idea becomes a powerful visual statement. — we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2025 were \$8.9 billion. Learn more at www.graphics.averydennison.com/apac

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