

Elevating automotive protection: Avery Dennison introduces next-generation paint protection film range across ASEAN

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/EINPresswire.com/ -- Every scratch tells a story — but not one most car owners want to keep. Avery Dennison, the global materials science leader behind some of the automotive aftermarket industry's most trusted films, is writing a new chapter for vehicle protection in the ASEAN region with the launch of its latest Paint Protection Film (PPF) series.

Engineered with enhanced polyurethane and built to outperform industry standards, the new range delivers what car owners and installers across the region have long been waiting for: extreme protection, without compromise.



Newest Launch

The newly expanded PPF series — spanning the PPF Xtreme Plus, PPF Xtreme, PPF Ultima Plus, and PPF Ultima — brings with it a suite of next-generation capabilities. Self-healing properties that erase light scratches over time, stain-resistant surfaces that repel everyday contaminants, and high scratch resistance that shields paintwork from the rigours of daily driving. Virtually invisible on the vehicle's surface, the films are available in gloss, satin, and XL gloss finishes, offering both full-car coverage and targeted protection for high-risk areas such as bonnets, bumpers, mirrors, and fenders. Warranties extend from 7 to 12 years depending on the series — a clear signal of the confidence Avery Dennison places behind every product it brings to market.

"The ASEAN automotive market demands protective solutions built to withstand extreme heat, humidity, and intense driving environments," said Jordan Leach, Business Director, Avery Dennison Graphics Solutions, ANZ & ASEAN. "Our latest PPF range raises the bar for performance and durability. By bringing these advanced self-healing and stain-resistant technologies to the region, we are giving vehicle owners and professional installers complete confidence in a product that sets the industry benchmark."

This launch represents far more than a product refresh. For Avery Dennison, it reflects years of rigorous research and development, guided by its materials science heritage and a commitment to setting — not merely meeting — industry benchmarks. The company's manufacturing approach leaves nothing to chance: from the top coat and adhesive system to the film's overall installability, each element has been precisely formulated to deliver market-leading performance.

For the ASEAN market specifically, the timing of this release is significant. Consumer demand for vehicle personalisation and paint preservation continues to grow across the region, with car owners increasingly aware of the long-term value that a quality PPF installation can protect. Avery Dennison's expanded series meets this demand head-on, providing installers and dealerships with a product portfolio that is as commercially compelling as it is technically superior.

"Vehicle owners in ASEAN are increasingly looking for long-term paint preservation that keeps their cars looking showroom-fresh," added Vimalan Balakrishnan, Product Manager, Avery Dennison Graphics Solutions, ASEAN. "Whether selecting the ultra-clear finish of the Xtreme range or the versatile aesthetic options in the Ultima Plus series, drivers benefit from reliable stain resistance, heat-activated self-healing properties, and robust warranties ranging from 5 to 12 years."

Backed by Avery Dennison's Certified Installer network and comprehensive warranty support, the new PPF series also empowers installers with the training and resources needed to deliver consistent, high-quality results. It is a partnership model as much as a product launch — one designed to grow the wider automotive aftermarket ecosystem across ASEAN.

For more information about the Avery Dennison PPF series or to request a product sample, visit graphicsap.averydennison.com.

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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