

Avery Dennison® Helps WBF Tinting Grow its Business Deep in the Heart of Texas

San Angelo lies smack in the middle of West Texas ranching country, about a three-hour drive northwest of Austin. The city prides itself on its historic buildings, a Civil War-era landmark military fort, and a thriving river walk along the Concho River.

San Angelo is also the proud home of WBF Tinting ... Under the Sun, owned by the wife and husband team of Cynthia and Mike Mitchell.

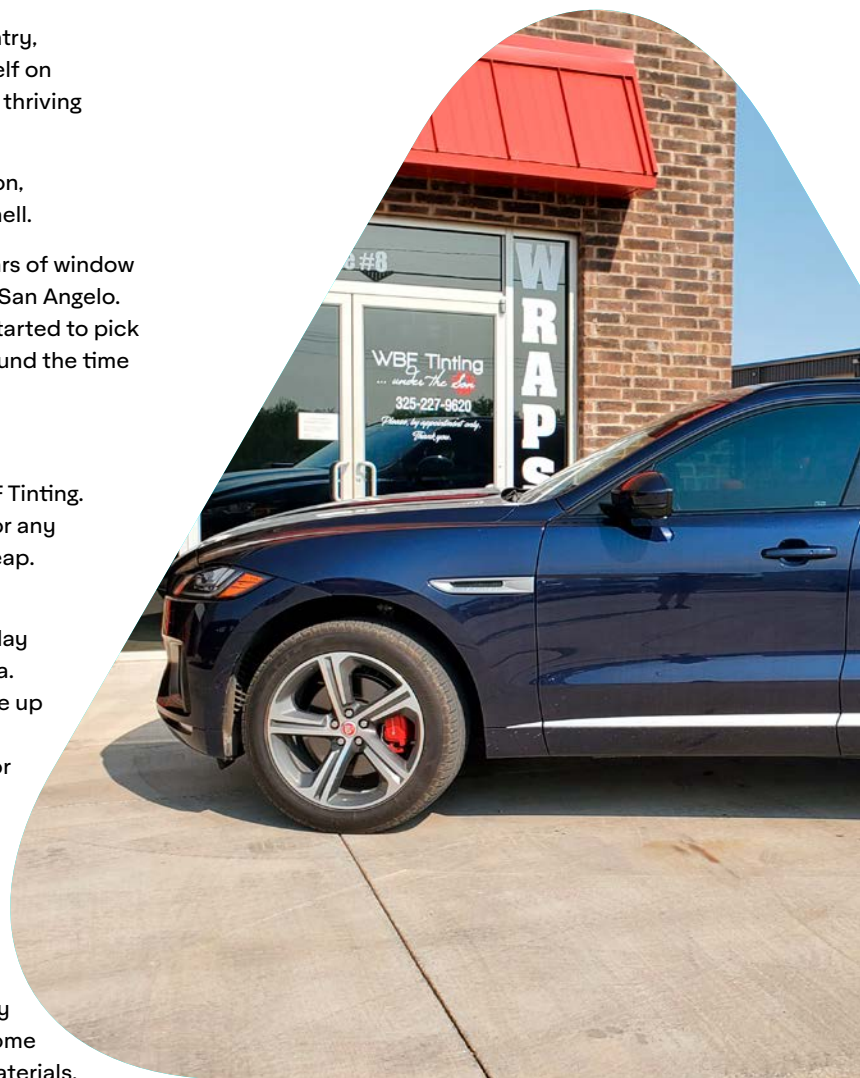
The Mitchells started their business in 2018. Mike brought 20 years of window film experience, working first in Maryland, then at a local shop in San Angelo. Cynthia didn't initially have a window film background, but she started to pick up the skill while working part time at the same shop as Mike around the time they started dating.

Entrepreneurs who “walk by faith”

Shortly after Mike's father passed away, the couple opened WBF Tinting. Leaving a steady job to work for oneself is a daunting decision for any entrepreneur — and the Mitchells were both about to take that leap. But they put their trust in their strong Christian faith.

“We actually asked our pastor to pray over our business on Sunday because we were going to open our doors Monday,” says Cynthia. “And after the congregation prayed over us, a young woman came up to us and said, ‘Hey, I work for Jim Bass Ford (a local dealership), and we just lost our tinter. Do you guys think you'd want to tint for the dealership?’”

Their first contract in hand, the Mitchells started to grow their business in San Angelo. A few months later, the pair was introduced to their Avery Dennison representative, Brian Bangalan, at a window film tint-off competition. Brian, in turn, invited them to a reception after the competition. Cynthia and Mike met other window film installers who graciously gave them tips on growing their business. Brian also sent them home with Avery Dennison display boards, a shop banner, and other materials.



“My purpose in this business, and as a member of the Avery Dennison team, is to provide more than just product for shops like Mike and Cynthia's.”

—Brian Bangalan, Avery Dennison Representative



“I remember when we hung the banner in the shop,” recalls Cynthia. “Mike said to me, ‘I feel so legit.’”

A relationship that’s grown with the business

That was just the start of WBF’s close relationship with Brian and Avery Dennison. It’s a relationship that’s grown with the Mitchell’s business, including its expansion into architectural window film and vehicle wrapping.

“We’ve just felt so blessed to be with Avery Dennison,” says Cynthia. “Anytime we’ve called customer service, everyone has been so helpful and has made things happen. I remember once, one of our orders got lost in shipping. It was one of our first big architectural jobs, and we didn’t want to cancel on the customer. So I called Avery Dennison, and they rushed us our film. We were trying to figure out what happened to the delivery, but in the meantime they rushed the film to us overnight.”

The relationship Brian has with WBF Tinting is just as important for him, both personally and professionally. “My purpose in this business, and as a member of the Avery Dennison team, is to provide more than just product for shops like Mike and Cynthia’s,” says Brian.

“As an organization, we help owners and shops envision the opportunities available for the continued growth of their business.”

Using the NR Nano Ceramic IR and NR Pro Series Films

Today, WBF Tinting’s automotive window film of choice is the Avery Dennison® NR Nano Ceramic IR. Cynthia and Mike believe it’s a superior product due to its application ease, and heat and light reflective properties – something that’s critical in a part of the country where summer temperatures routinely hit triple digits. They also offer the Avery Dennison® NR Pro Series to customers looking for a more affordable option. Both products are available with seven levels of visible light transmitted (VLT). NR Nano Ceramic IR ranges from 6% to 48%, while the NR Pro Series ranges from 6% to 52%.

Mike explains how he demonstrates the products to customers: “We have a heat lamp in our shop, and we compare the carbon and the ceramic on glass slides. And every time we show the customer the carbon they say, ‘Oh, okay, that’s really good.’ And then we show them the ceramic and they say, ‘I’ll pay the extra for the ceramic.’ The heat rejection is just awesome.”





“We also like that the ceramic has a 30% VLT, so it’s well within Texas laws,” he adds. “And yet it reflects better than some of the products available with a 35% VLT.”

New opportunities

As WBF Tinting has grown, so have the Mitchell’s opportunities. Today, the company does about 50% of its business in automotive window film, another 35% percent in architectural window film, and the remainder in vehicle wrapping. The pair relies on a range of products, including DR OptiTune, NT PerLite, and R Silver for architectural applications, and Avery Dennison® MPI 1105 and Supreme Wrapping™ Film for vehicle wrapping.

Cynthia and Mike have also completed Avery Dennison’s vehicle wraps training program, and are planning to take the company’s Certified Wrap Installer (CWI) certification exam.

“It goes back to the quality we deliver,” says Cynthia. “We want to be able to say, ‘Hey, you’re bringing your car, it’s your investment. You’re going to spend a lot of money on a wrap. And we want you to know that we’re capable and knowledgeable.”

“Honestly, it was as much a blessing to meet Cynthia and Mike when I did, as it was for them to meet me,” adds Brian. “I always say, ‘If you want to grow, call me. I have just as much faith in you, as you do in me and we want to work together to identify the ways Avery Dennison can support you.”

Get to know WBF Tinting at wbftinting.com.

Learn more about Avery Dennison automotive window films and vehicle wrap solutions, visit graphics.averydennison.com/awf

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Cynthia Mitchell, Window Film Installer – WBF Tinting

Products Used

- NR Nano Ceramic IR
- NR Pro Series

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