

Solar Solutions Sees Bright Year Ahead with Avery Dennison® Automotive Window Films

If not for losing her job as a roofer six and a half years ago, Rachel Schabroni might never have gotten into the window film business.

“I called up my dad, and told him. He just said, ‘Okay, so come in on Tuesday.’ And that’s where it started.”

Today, Rachel is the manager of Solar Solutions Window Tinting in Mentor, Ohio, in suburban Cleveland, and heir-apparent to her father, Rick Schabroni, who established the business in December 1999.

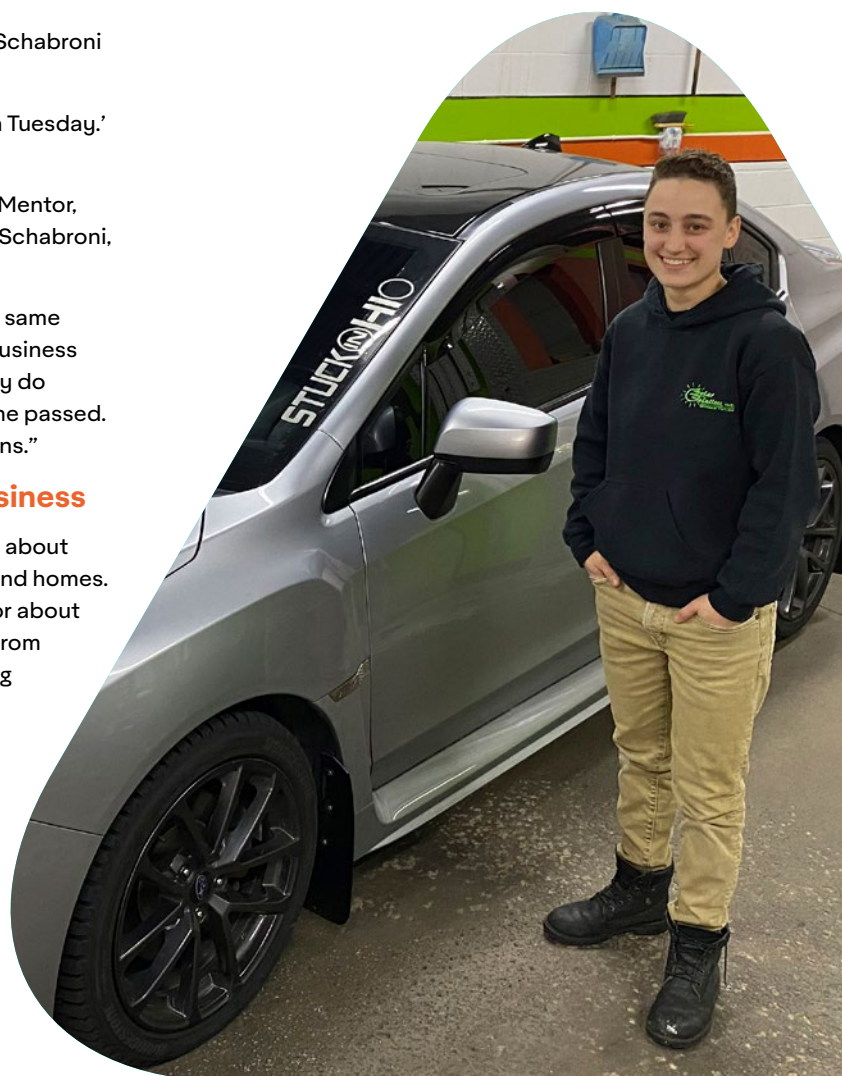
“My dad had worked for a window tinting company that was in the same location where we are now,” she said. “The owner just closed the business one day. He told my dad he could buy it from him, but he could only do automotive work. My dad didn’t want to be restricted like that, so he passed. When the building became available later, he opened Solar Solutions.”

Window Film Product Mix Helps to Grow the Business

The three-person Solar Solutions team installs window film on just about anything that has glass: cars, trucks, boats, commercial buildings and homes. Up until spring 2020, the automotive side had always accounted for about 80% of revenue, Schabroni said. But as a result of people working from home and companies reconfiguring their office space and investing in window safety and security, residential and commercial work has surged. The ratio of automotive to non-automotive work currently stands at about 50-50.

However, that’s not to say that automotive window tinting hasn’t remained strong. It has.

“Our automotive window film business has steadily increased over the years I’ve been here,” Schabroni said. “We are definitely doing more cars a day than I ever thought we would. Over the summertime, we’ll get up to 12 or 13 cars a day coming through. People see all the crazy things you can do to customize your car, and window tinting is an easy, affordable upgrade. And they are learning that there are so many more benefits to window films than just the aesthetics.”



“Unless a customer requests something else, Solar Solutions exclusively uses Avery Dennison films”

-Rachel Schabroni, Manager, Solar Solutions Window Tinting



Unless a customer requests something else, Solar Solutions exclusively uses Avery Dennison films, Schabroni said. For automotive glass, they use the NR Pro Series and NR Nano Ceramic IR Series.

Both are non-reflective, color-stable and weather-durable films that use sophisticated nanotechnology to provide a cool, comfortable ride. The super-premium Nano Ceramic IR films offer excellent IR rejection and up to 93% glare reduction with minimal reflective effect, while blocking 99% of harmful UV.

“Customers really like the Avery Dennison Ceramic IR film because of the big difference it makes in the heat coming into the vehicle and how good it looks,” she said. “We’ve been recommending it a lot, especially over the summer with how hot it was.”

Schabroni recalled that when she started at Solar Solutions, they were using a national brand that went out of business. “We moved to a smaller brand but had issues with color stability from one box to the next. Then we learned about Avery Dennison, and we’ve been using their films exclusively ever since.”

The Solar Solutions team likes the Avery Dennison automotive films both for how they look and how they handle.

“The films have an aesthetically pleasing gray tone. Some other companies’ films have a brownish color that a lot of people don’t like. And the Avery Dennison films are very smooth and easy to cut. They shrink easily, and they dry very quickly. And if you have a little hiccup in the installation, it’s easy to correct.”

Avery Dennison Support Makes a Difference

It’s not just the products that make Solar Solutions a loyal customer.

“Just the whole Avery Dennison team in general has been just phenomenal,” Schabroni said. “They truly care about who you are and that’s been so huge for us. We’re happy to be a part of the Avery Dennison team, for sure.”

With the growing awareness of the benefits of automotive window films and the surge in demand for residential and commercial flat glass film, Schabroni is excited about the future.

“We saw a real increase in new customers this year. Most of it is just word of mouth. A referral from a car dealer or from a friend of a friend. It just kind of builds.”

“A lot of it goes back to when my dad started,” she continued. “He really got himself out there and built up such a reputation. When the economy crashed in 2008, he was advised to close his doors. But he stuck it out, and we’re still here. That’s my biggest goal: to take over the business some day and keep it going as the family business for generations.”

Find more information about Avery Dennison Automotive Window Films at graphics.averydennison.com/awf and join the conversation on Avery Dennison Graphics Solutions’ social channels, including [Facebook](#) and [Instagram](#).



Products Used

- NR Pro Series
- NR Nano Ceramic IR Series

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