



## **WINDOW CANVAS INTRODUCES INDUSTRY'S FIRST CAR AND SUV LINE TO MARKETPLACE**

*Window Canvas expands inventory to suit car's and SUV. Up until now only pick-up truck sizes were available unless deemed as a custom.*

([PRWEB](#)) October 31, 2003 -- Fort Lauderdale, FL, USA - 10/30/03 - Window Canvas, a Fort Lauderdale based company and industry leader in the manufacturing of rear-window see-thru graphics for vehicles has introduced the industry's first line of products for cars and SUVs.

Window Canvas' new car and SUV line is the result of an in-depth market study of the existing availability of rear-window graphics. The market study showed that until Window Canvas' release, cost effective see-through graphics for rear windows of vehicles were only available to distributors in a standard pick-up truck size. Interviews with car and SUV owners throughout the United States, proved that if these type graphics were available for their vehicles, they would in fact purchase them.

“As a result of this study, it became obvious to us that we were missing out on a large part of the social movement embodied by Window Canvas. We found that everyone has something they want to say to the world and that not all of them owned pickup trucks!” , says Michael Self, President of Window Canvas. Self further goes on to say “Not only are we attacking this market, we are doing so aggressively by pricing our car and SUV images identical to the pickup truck size. I believe in driving the price down to get our products into the hands of everyone price should be an enabler, not an obstacle.”

In an effort to offer the most to their dealers, and their dealers' customers, Window Canvas has released it's car and SUV line in addition to their existing pick-up truck line to their distributors nationwide at a price-point that is highly competitive and affordable.



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WINDOW CANVAS

<http://www.windowcanvas.com>

**Online Web 2.0 Version**

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