

## FEELING OUT THE MARKET FOR THE TOUCH SCREEN

In the digital age, a new film application in protective packaging has been uncovered that covers the use of pricey electronics.

A company called **eShields LLC**, La Verne, CA, is launching a protective touch-screen film made of polyurethane for **Apple iPods** and *iTouch* devices, *BlackBerrys*, digital cameras, GPS devices and other expensive electronics. One of the first film protective devices made especially for touch screens, the thin, 4-to-5-mil material is custom cut using precision tools for specific devices.



The ultra-clear film, called *iShieldz*, was launched initially in Southern California but is rolling out to national chains starting at the end of February, said John Martinez, vp of sales and marketing.

*The iShields protective package uses optically clear film custom-designed to fit a touch-screen electronic device.*

The refined film, coming with a lifetime guarantee against peeling or dings, is made with a hard top coat and undercoat that Martinez said resists everything. EShields, whose founders got their start in the window tinting business with high-impact film, decided several years ago to expand to the growing market for touch-screen devices with protection devices.

“When you’re spending \$24 for a resistant film with optical clarity, it is not too much to pay when you’re buying a device that can cost \$250 or more,” he said. “It doesn’t take a lot of convincing.”

***Packaging Strategies’ Perspective:*** *High-end electronics is only one area where new specialty films are making an impact. The use of specialty film materials in healthcare and pharma is still a growth industry in this economy, as is the need for breathable films to ship food long distances. But this application -- for all the new digital-age gizmos that are saturating the market -- could be part of a trend toward new electronics packaging in general.* **PS**