



*For Immediate Release*

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## **LINE-X® Receives 2018 NAITA Global Trade Award**

HUNTSVILLE, AL, November 1, 2018 – The North Alabama International Trade Association announces that LINE-X®, headquartered in Huntsville, Alabama, has received the **2018 NAITA Global Trade Award** at **NAITA's 35<sup>th</sup> Anniversary World Trade Day Luncheon Celebration**.

LINE-X® is a global leader in protective coatings development. As a franchise-based company initially specializing in the automotive aftermarket, LINE-X has expanded its applications beyond bedliners into other areas of the automotive aftermarket – like specialty automotive coatings and accessories – as well as the commercial, industrial, and manufacturing realms. LINE-X coatings are resistant to most solvents, acids and other corrosive agents, making them ideal for industrial and commercial applications. LINE-X's military grade PAXCON products have been tested by multiple government and private agencies for blast mitigation and anti-spalling properties. Exports represent approximately 25% of LINE-X's annual sales with combined exports of all international operations for FY2018 at approximately \$19.5 million - a 13% increase over the previous fiscal year. LINE-X boasts approximately 600 locations in more than 80 countries.

In 2013, LINE-X purchased Canadian operations, and Canada represents LINE-X's largest export market with just over \$7 million in export sales in 2018. Shortly after securing Canadian operations, LINE-X LLC reacquired the distribution rights in Mexico. More than \$570,000 of product was shipped to Mexico in FY 2018, a significant increase over previous years' exports.

Elsewhere around the globe, LINE-X is working to build its distribution and retail network. To provide better pricing and timelier access to material for its partners in Europe, LINE-X began to source production of some products in Europe. It also established a distribution warehouse in the Netherlands with more than \$350,000 of product shipped from Huntsville to the Netherlands warehouse. Products exported from the U.S. along with the products manufactured in Europe are distributed to over 80 locations across the continent.

*The Global Trade Award was accepted by Tim Garner, CFO, LINE-X®*, during the 35<sup>th</sup> Annual NAITA World Trade Day Luncheon at The Westin Huntsville at Bridge Street Town Centre.

### **About NAITA**

The North Alabama International Trade Association (NAITA) is a business-driven organization committed to increasing knowledge, interest, and activity in international trade in North Alabama for 35 years. NAITA's mission is to provide international trade advocacy, training, and networking to promote economic growth in North Alabama. Further information on NAITA is available at [naita.org](http://naita.org).

### **About LINE-X LLC**

LINE-X LLC ([www.LINE-X.com](http://www.LINE-X.com)), a division of IXS Coatings, is a 25-year brand leader in high performance polyurea protective coatings offering scientifically formulated polymers that permanently bond to a wide range of surfaces for the most extreme durability imaginable. With the launch of the brand's Truck Gear by LINE-X accessory line, LINE-X's 'near-unbreakable' coatings are complemented with premium, stylish truck offerings to make for a true one-stop truck customization solution at franchise locations across the United States. With prominent applications in the automotive, military, commercial, light industrial, heavy industrial, agricultural, marine and personal customization worlds, LINE-X brings legendary protection to any business or manufacturer serious about protecting and prolonging the life of its products. Headquartered in Huntsville, Ala., LINE-X supports more than 660 customers in 75 countries, manages eight warehouses across six continents, and employs an award-winning chemistry team with state-of-the-art, ISO-certified product innovation lab. Follow LINE-X on Twitter [@LINEXProtects](https://twitter.com/LINEXProtects), become a fan on Facebook of [LINE-X Protective Coatings](https://www.facebook.com/LINE-X-Protective-Coatings), follow LINE-X on Instagram [@LINEXNorthAmerica](https://www.instagram.com/LINEXNorthAmerica), and check out what LINE-X is doing on YouTube at: [www.youtube.com/LINEXProtects](http://www.youtube.com/LINEXProtects). **#LINEX25YEARS. #LINEXIT.**

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