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For Immediate Release

## **Truck Bed Protection: Trucks are tough, but are they tough enough?**

Anyone who buys a new pickup truck knows just how painful it can be to find that first scratch in the fresh paint of their truck's cargo bed. Let's face it: it's bound to happen sooner or later, whether you haul things for business or for pleasure.

Your truck's bed is the "work center" of your vehicle. It's designed to transport just about anything that will fit, whether it's camping gear for a weekend getaway, or lumber and landscape equipment for those home improvement projects. In fact, most owners don't give a second thought to all the things they toss in their truck bed.

But before long, any deep scratches or gouges that have penetrated the paint and primer right down to the bare metal will start to show signs of corrosion. And depending on the climate in where you live, that corrosion can take hold pretty quickly and lead to some serious structural damage before too long.

Getting your pickup truck bed in shape before that happens – and enjoying years of worry-free protection no matter what you haul - can be solved in a matter of a few hours, saving headaches and repair bills down the road by simply installing a spray-on bedliner.

Spray-on bedliners, such as the one offered by LINE-X at any one of its 500+ locations across the U.S., is one solution that offers unmatched durability and protection. To date, more than two million trucks have benefited from the durable LINE-X application, which has been engineered to withstand even the most extreme conditions and heavy-duty use. Plus, LINE-X was the first in the industry to back its bedliner coatings with a nationwide lifetime warranty.



### **Spray-ons vs. Drop-ins**

Owners looking to protect their truck bed for the long haul can choose between spray-on bedliners or drop-in bedliners. When comparing the two, there are several advantages to selecting a high quality spray-on bedliner.

Drop-in bedliners, usually molded out of plastic, can shift around or vibrate, steadily scuffing the paint beneath it. Even worse, moisture from rain or wet leaves, dirt and sand can become trapped between the bed surface and liner, and actually promote corrosion.

Unless properly installed and checked routinely, drop-in plastic bedliners can also be a potential highway hazard. We have all seen plastic bedliners crumpled up against the freeway retaining wall, after blowing out of the back of an unloaded pickup truck.

Spray-on bedliners have an advantage because they form a permanent bond to the surface, and will not shift, vibrate or come loose. It's also important to make sure the spray-on bedliner you select has a full warranty against cracking, bubbling or flaking, and is resistant to common chemicals such as chlorines, bleaches, gasoline or diesel fuel, and most household solvents.

Spray-on bedliners can also increase the resale value of your truck. According to the National Automobile Dealers Association's latest figures (2006), a spray-on bedliner can add almost \$200 in value to your truck at trade-in time.

A LINE-X spray-on truck bedliner is a specially formulated polymer that creates a permanent bond to the truck bed floor, sidewalls and inner tailgate. Its non-skid coating adheres instantaneously, and offers lasting protection while providing a factory finished appearance.

In addition, professionally applied LINE-X bedliner contours to the original shape of your truck bed, meaning no lost cargo space and easy installation of truck bed



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accessories such as camper tops, bed caps or tool boxes. It also provides reduced road noise and vibration from the cargo bed area of your vehicle.

So if that first scratch has you wondering how you'll keep your pickup truck looking new while still serving as your daily workhorse, you may want to invest in a professionally applied spray-on bedliner. After all, for most of us, a new vehicle purchase is second only to a home purchase in terms of being the most expensive investment a consumer will make.

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Because of their exceptionally durability, LINE-X protective coatings have become increasingly popular for a wide range of retail, commercial, industrial and agricultural applications, such as:

- Automotive aftermarket applications: vehicle floorboards, van interiors, wheel well undercoating, motorcycle fenders, RVs and motor homes, trunks, speaker housings, etc.
- Trailers: boats, horses, livestock, small watercraft, light-construction products, landscaping equipment, etc.
- Outdoor applications: Playground equipment, pond linings, dog runs/kennels, etc.
- Manufacturing/industrial applications: pumps, hoppers, loaders, tanks, walkways, mixers, etc.
- Food processing applications: walk-in freezers/refrigerators, floors, walls, work tables, wet areas and more
- Agricultural applications: feed containers, silos, mobile buildings, fertilizer-handling equipment and more.