



Flexible Rocker Molding Provides Perfect Fit
Attaches Easily and Reliably Using 3M™ Acrylic Foam Tape

(Phoenix, Arizona) Willmore Manufacturing, a Phoenix, Arizona, manufacturer of stainless-steel and aluminum automotive accessories, recently introduced its Euro Clad rocker panel claddings. The new wide moldings are made of PVC plastic for flexibility, durability and easy installation without the use of a body roll. Reliably attached with 3M™ Acrylic Foam Tape for a clean fit, the moldings add a unique, European look to cars and trucks, and provide lower-body paint protection.

According to company Vice President Jeri Willmore, “The design of our new Euro Clad moldings compliments today’s more rounded vehicle bodies. Using acrylic foam tape from 3M’s Automotive Division as the attachment system for our new moldings allows us the design freedom to create a rather wide product that conforms to contoured surfaces while providing dependable adhesion for the life of the vehicle. The flexible PVC material we chose for our new Euro Clad moldings permits an installer to apply the part to rounded vehicle surfaces without the use of a body roll. The installed product has excellent fit, resulting in a clean, OEM appearance.”

Willmore’s PVC rocker molding material is treated with UV protectors to inhibit fading from sun exposure. The new Euro Clad moldings are available in three color combinations to complement every OEM exterior paint color: ribbed silver with a black accent stripe, ribbed black with a silver accent stripe, and ribbed tan with a black accent stripe. Willmore offers the new moldings in pre-cut kits and in roll stock for the do-it-yourselfer.

For more information about Willmore’s new Euro Clad body side moldings, please contact:

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Willmore Manufacturing's new Euro Clad body side moldings complement today's rounded vehicle styles, and install easily and dependably with 3M™ Acrylic Foam Tape. If desired, top and bottom ribbed sections of the molding can be removed with a simple bending action to create a narrower molding.

