



Frosted Vinyl

Sales Education

Sales Cheat – how and when to sell it

Frosted vinyl becomes relevant when a customer wants to introduce privacy without making a space feel enclosed or reducing natural light. It is particularly well suited to offices, meeting rooms, reception areas, retail premises and hospitality environments where a professional appearance is just as important as the practical function of the glass.

The real advantage is that the frosted finish creates the appearance of etched glass at a fraction of the cost, while still allowing daylight to pass through. Whether supplied as a plain privacy film or enhanced with cut or printed branding, it provides an elegant finish that complements modern interiors while maintaining confidentiality where it is needed.

It's worth asking how much privacy the customer requires, whether branding should be incorporated and if the film will be applied internally or externally. Those questions help establish the most suitable specification and ensure the finished result meets both aesthetic and practical expectations.

This is the right product to recommend when customers want to improve privacy without sacrificing light or creating a solid barrier. It delivers a premium appearance while reducing the cost and disruption of replacing existing glazing.

Frosted Vinyl (STICKERS)

Sales Education

Common objections and calm responses

“Will it block all the light?”

No. It provides privacy while still allowing natural light to pass through the glass.

“Can it include our logo?”

Yes. It can be precision cut or printed with your branding to create a bespoke finish.

“Is it suitable for offices?”

Absolutely. It is widely used for meeting rooms, reception areas and office partitions.

“Can it be fitted to existing glass?”

Yes. It is designed to be applied to existing suitable glass surfaces.

“Will it last?”

Yes. The durable self-adhesive film is intended for long-term performance when correctly applied.

“Does it look like etched glass?”

Yes. It creates an elegant frosted appearance that closely resembles etched glass.