# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# FORM 8-K

# CURRENT REPORT Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

January 11, 2021

Date of Report (date of earliest event reported)

# XPEL, INC.

(Exact name of registrant as specified in its charter)

Nevada		001-38858	20-1117381
(State or other jurisdiction of incorporation or organization)	(Co	mmission File Number)	(I.R.S. Employer Identification No.)
618 W. Sunset Ro	ad		78216
San Antonio	Te	xas	
(Address of Principal Executive Office		ces)	(Zip Code)
Registrant's to	elephone	number, including area	code: (210) 678-3700
(Former n	ame or f	ormer address, if change	d since last report.)
Check the appropriate box below if the registrant under any of the following		- C	simultaneously satisfy the filing obligation of action A.2. below):
☐ Written communications pursuant t	to Rule 4	125 under the Securities A	Act (17 CFR 230.425)
☐ Soliciting material pursuant to Rule	e 14a-12	under the Exchange Act	(17 CFR 240.14a-12)
☐ Pre-commencement communication	ns pursu	ant to Rule 14d-2(b) und	er the Exchange Act (17 CFR 240.14d-2(b))
☐ Pre-commencement communication	ns pursu	ant to Rule 13e-4(c) unde	er the Exchange Act (17 CFR 240.13e-4(c))
Securities registered pursuant to Secti	on 12(b)	) of the Act:	
Title of each class		Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.001 pe	r share	XPEL	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

#### Item 7.01 Regulation FD Disclosure

XPEL, Inc. announced on January 11, 2021 that it has agreed to acquire certain assets of Veloce Innovation, a leading provider of architectural films for use in residential, commercial, marine and industrial settings. This acquisition closed on December 31, 2020.

A press release related to this agreement is available at www.xpel.com/newsroom.

The information in this Item 7.01, including Exhibit 99.1, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to liabilities of that Section or Sections 11 and 12(a)(2) of the Securities Act of 1933, as amended.

#### Item 9.01. Financial Statements and Exhibits

(d) Exhibits

The following exhibit is to be filed as part of this Form 8-K:

EXHIBIT NO.	<b>IDENTIFICATION OF EXHIBIT</b>
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99.1

Press Release Dated January 11, 2021

#### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

XPEL, Inc.

Dated: January 12, 2021 By: /s/ Barry R. Wood

Barry R. Wood

Senior Vice President and Chief Financial Officer

#### XPEL Acquires Veloce Innovation a Leading Distributor of Architectural Films

San Antonio, TX – January 11, 2021 – XPEL, Inc. (Nasdaq: XPEL) (the "Company"), a global provider of protective films and coatings, announces the acquisition of Houston, Texas-based Veloce Innovation, a leading provider of architectural films for use in residential, commercial, marine and industrial settings. The acquisition closed on December 31, 2020.

Ryan Pape, President and Chief Executive Officer of XPEL, stated, "We're pleased to welcome industry veteran Harry Rahman and his team from Veloce to XPEL. Harry brings a wealth of experience, extensive knowledge and deep relationships in the architectural window film industry. We look forward to leveraging Harry's expertise to accelerate revenue generation in this key product segment for XPEL."

"XPEL has a premium brand and increasing recognition in the architectural film marketplace. With XPEL's vast resources and global infrastructure, I look forward to this opportunity to help drive the continued progress and strong growth of XPEL's commercial and residential window segment," commented Harry Rahman, Founder of Veloce Innovation.

Terms of the acquisition agreement were not disclosed.

#### About XPEL, Inc.

XPEL is a leading provider of protective films and coatings, including automotive paint protection film, surface protection film, automotive and architectural window films, and ceramic coatings. With a global footprint, a network of trained installers and proprietary DAP software, XPEL is dedicated to exceeding customer expectations by providing high-quality products, leading customer service, expert technical support and world-class training. XPEL, Inc. is publicly traded on Nasdaq under the symbol "XPEL".

#### Safe harbor statement

This release includes forward-looking statements regarding XPEL, Inc. and its business, which may include, but is not limited to, anticipated use of proceeds from capital transactions, expansion into new markets, and execution of the company's growth strategy. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "is expected," "expects," "scheduled," "intends," "contemplates," "anticipates," "believes," "proposes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may," "could," "would," "might" or "will" be taken, occur or be achieved. Such statements are based on the current expectations of the management of XPEL. The forward-looking events and circumstances discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the company, performance and acceptance of the company's products, economic factors, competition, the equity markets generally and many other factors beyond the control of XPEL. Although XPEL has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and XPEL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

### For more information, contact:

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