





3M

Introduction to 3M – Justin Brown

- 
- Introduction
 - Cast – Calendar, 3M™ Comply™ Film – 3M™ Controltac™ Film
 - Reflective
 - Intermediate
 - 3M™ Envision™ Brand Products
 - 3M™ MCS™ Warranty
 - 3MGraphics.com
 - Questions



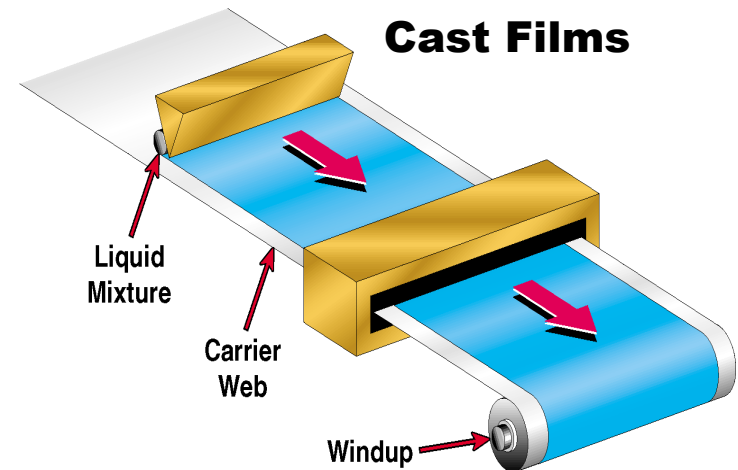
3M Innovation Improving Every Life

- 
- Simon Sinek – The Golden Circle
 - People don't buy what you do, they buy why you do it! (SS)
 - Challenging your customers
 - 3MGraphics.com
 - 2459, 37 , 1

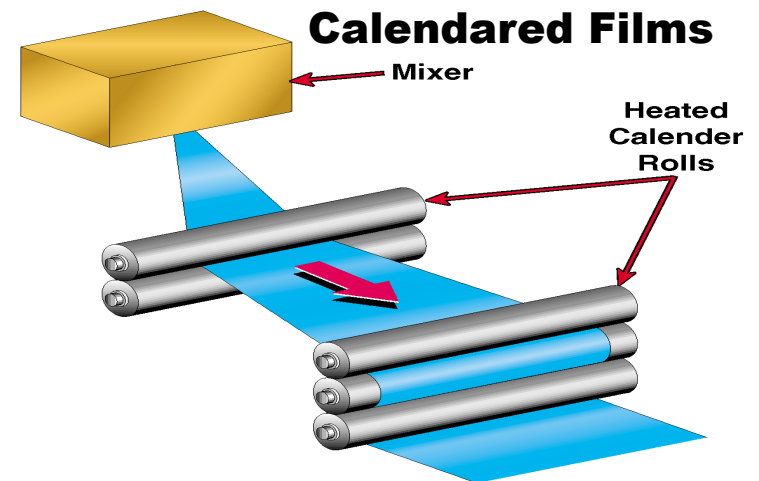
Cast vs. Calendared Film

(Both types of film have a fit for the digital industry)

- Cast is premium film, cast on a liner and dried. Stable graphics-**don't shrink** after application. They're designed to **conform & stretch** over many surfaces & shapes.



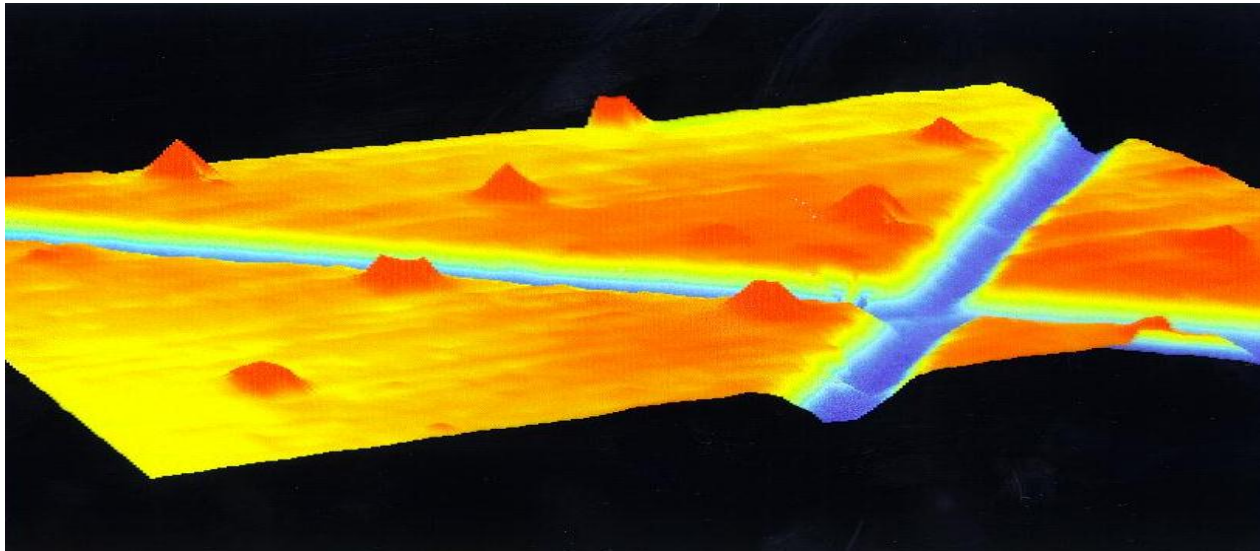
- Calendared film is made like dough and stretched on rolls. Tends to **shrink**, relatively **stiff**, **minimal stretch**, relatively **inexpensive**.



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3M™ Comply™ Adhesive

- **3M™ Comply™ and Controltac™ Technologies**
 - (adhesive side)



Within Cast and Calendared Films there's a mix of adhesive features

■ Cast

- *Controltac™ Brand*
- *Comply™ Brand*
- *Example: 3M™ Controltac™ Graphic Film with Comply™ Adhesive IJ180Cv3-10*

■ Calendared

- *Controltac™ Brand*
- *Comply™ Brand*
- *Example: 3M™ Controltac™ Graphic Film with Comply™ Adhesive IJ160C-10*


■ Intermediate Films

- *Can be Comply™ brand with No Controltac™ brand*
- *Example: 3M™ Scotchcal™ Graphic Film with Comply™ Adhesive IJ35C-10R*
3M™ Scotchcal™ Graphic Film with Comply™ Adhesive IJ40C

»



3M™ Scotchcal™ Clearview Window Film IJ8150

- 
- Optically Clear Cast Vinyl Film
 - Changeable adhesive (removable w/out heat)
 - Polyester liner
 - Inkjet and Screen Printable
 - Wet apply for best results
 - 7 Year Performance Life

 - Graphic Protection: 3M(TM) Overlaminates: 8914, 8518, 8519, 8520, 8915, 8528 or 3M Clear Coats
 - *Overlamine 8914 is ideal to maintain excellent optical clarity*
 - *Not film IJ8150 itself as the OL because the adhesive is not appropriate*



3M™ Scotchcal™ Clearview Window Film IJ8150

Promotional



Shop Windows
Public Places

Fleet



Car Windows
Public Transport

Architectural



Offices
Public Places
Doors
Partitions
Balustrades
Mirror Applications



Current Reflective Portfolio Alignment

Permanent

Cut Letters / Small Graphics

3M™ Scotchlite™ Reflective Graphic Film IJ5100

- Permanent Adhesive
- 7 Yr Durable, 4 Yr Warranty
- 15 Colors
- Printable
 - IJ, Screen, Thermal, ES

Large Graphics

3M™ Scotchlite™ Reflective Graphic Film IJ680

- Permanent Adhesive
- Pressure Activated Adhesive (Controltac™ Brand)
- 9 Yr Durable, 7 Yr Warranty
- 11 Colors
- Printable
 - IJ, Screen, Thermal, ES

Removable

3M™ Scotchlite™ Reflective Graphic Film IJ5100R

- All the above
- Removable Adhesive



3M™ Scotchlite™ Removable Reflective Graphic Film with Comply™ Adhesive IJ680CR

- All the above AND
- Comply™ Adhesive



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Reflective Portfolio Application Alignment

Application	Need	Recommended Product
Commercial Large graphics	install	<div style="background-color: black; color: white; padding: 10px; text-align: center; font-weight: bold; font-size: 1.2em;"> Find your target and go for it! </div>
Full to part		
Commercial vehicles – cut letters, decals &		
Municipal & Safety vehicles	Same as above, but emergency vehicles have regulations (NFPA)	Film 5100R Film 680 Film 680CR
Local Fleets & Small businesses, including personalization “Accents”	Shorter durability, business basics (logo, website, phone number), cool looks	Film 5100 Film 5100R



Sell the Basics: 3M™ Scotchlite™ Reflective Graphic Film 5100R

- Basic Small Business Advertising & Safety
- Sales Rationale:
 - Smaller Business Vehicles 24/7 Visibility
 - Vehicle Personalization “Accents”
 - Minimal Cost
- Objectives:
 - Acceptance of Reflective Benefits
 - Website, Logo, Name, Phone Number
 - Opportunity to Upgrade More in the Future



Why 3M Reflective Films?

- 3M Reflective Films Offer:
 - *Excellent cutting & weeding – less rework, more efficiency for you*
 - *Desirable initial tack – easy to install*
 - *Improved Lifting Resistance – graphic performance*
- Film 5100R and Film 680CR – removal warranted
 - *Removability with heat – less risk of damaging substrate*
 - *Peace of mind for you and your customers*
- Entire 3M Reflective Film Portfolio
 - *World-class weathering technology and facilities ensure product performance for the stated warranty time period*



3M Reflective Films Selling Points Summary

- Sell for 24/7 advertising (increased impressions, awareness and business!)
 - *Sell at least the logo, phone number and website in reflective*
 - *Integrated marketing campaigns & promotions for your customers*
- Sell for Safety
 - *90% effective in rain*
 - *Not just about NIGHT, it's about when people drive with headlights on...early morning, late evening, cloudy, etc.*
- Value and growth for your business!



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Summary Recommendations and Considerations

- Challenge yourselves to “Design In” Reflective Film
- Leverage natural up-sell from E-Cut Film to Reflective Film
 - *24/7 Visibility, Safety, Brand Awareness, Increased Impressions (Increased Business)*
 - *Combine wraps with reflective accents (logos, phone numbers, websites)*
 - *Update Franchise / Shop Vehicles with Reflective – show it off!*

Tools to help you....

- 3Mgraphics.com/reflective – new landing page
 - *Focused on education and awareness of 3M™ Scotchlite™ Reflective Films*
 - *Up-Sell Calculator*
 - *Products, Announcements, Pictures, Etc...*

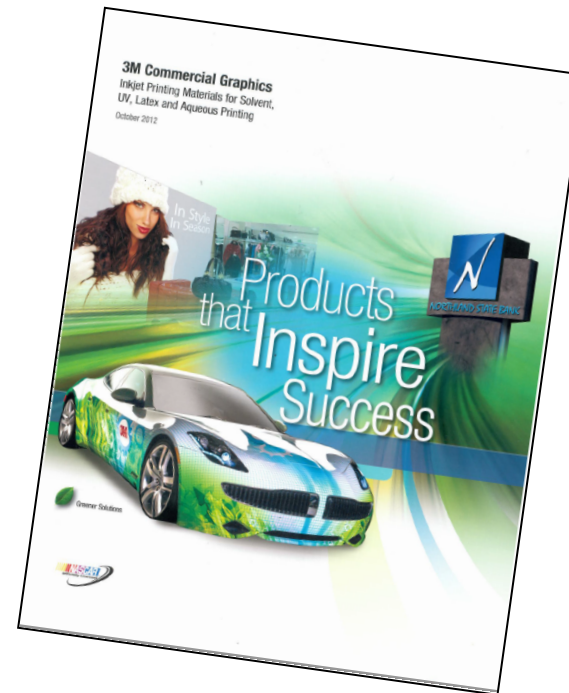
- New Sales Tool



What's your app?

Windows, Walls, Floors, General Signage

- Match application with product solution
- Depth of 3M product portfolio for demanding and everyday applications
 - Unique features
 - Surface & substrate
 - Environment / longevity
 - Budget



Intermediate Portfolio

Quality at a Value Price

Warranted Solutions

White Digital Films

Film IJ160C

Floor Graphics

Film IJ162

Overlaminates: 3662

3645, 3647, 3648

General Sign/POP

Films: IJ10, IJ11, IJ35, IJ35C,
IJ40C

Overlaminates: 8508, 8509

Windows & Backlit

Films: IJ61, IJ63, IJ65, IJ66

Transit

Films: IJ36, IJ46, IJ3555

Personalization

Film IJ86E

Sustainable Solutions

Films: IJ35E, 3545C

Overlamine: 8909



General Sign/POP

Films: IJ10, IJ11, IJ35, IJ35C,
IJ40C

Overlaminates: 8508, 8509

Satisfies 80% of
Everyday Applications

3M™ Scotchcal™ Graphic Film with Comply™ Adhesive IJ35C

Stand out image quality
at a value price.



3M™ Scotchcal™ Graphic Film with Comply™ Adhesive IJ40C

One quality film. Multiple applications.



Stunning Versatility.
Economic Simplicity.
Optimized Quality.

The all-in-one product to meet your customer's diverse graphic needs while improving your bottom line.



*3M™ Scotchcal™ Graphic Film with
Comply™ Adhesive IJ40C*

Economic Simplicity

- Maintain inventory of ONE film
- Maximized run time
- Higher return on inventory invested
- More \$\$ to invest in growth

*Vehicle Graphics... Partial Wraps... POP... Walls...
Windows... Floors... Tile... Carpet... General Sign... Table Top*

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Web Landing Page – 3MGraphics.com/intermediate

3M All 3M Products Innovation Explore 3M

Search | Keywords, part numbers, etc

United States [Change]

Graphic Solutions

Products | Tools & Support | Applications | Resources | Where to Buy | Customer Support

Intermediate

IJ40C Series Film

WALLS | FLOORS | VEHICLE | WINDOWS

BAGEL BONANZ
Autumn Special
LUNCH BAGELS
\$3.29

Application Image of the Month

View larger image >

Upload Your Application Image

Product Catalog

Product Name > | Product Name > | Product Name >

Recent News

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Education Demos

- Video Link #1 >
- Video Link #2 >
- Video Link #3 >
- Video Link #4 >
- Video Link #5 >

Why 3M Intermediate?

- Weathering >
- Performance & Warranty >
- 3M Brand >

Case Studies & Testimonial

- Link to Case Studies >
- Link to Testimonials >


Tools & Calculators

- Opaque vs. Reflective >
- Tools & Calculators >
- Tools & Calculators >

FAQs

- Link to FAQs >
- Link to FAQs >
- Link to FAQs >

Sign up for eNewsletter >





3M™ Envision™ Translucent and Diffuser Films



Introducing

- 3M™ Envision™ Translucent Film Series 3730
- 3M™ Envision™ Translucent Film IJ3730-50, IJ3730-60
- 3M™ Envision™ Diffuser Film 3735-50, 3735-60



3M™ Envision™ Brand Promise

- Leading edge technology
- Best in Class performance
- Sustainability edge



Applications

- Rigid Sign Face / Sign Box
 - Flat and Thermoformed Acrylic, Modified Acrylic & Polycarbonate



Solution

- **3M™ Envision™ Translucent Film IJ3730-50, IJ3730-60**
 - 2 mil Cast
 - For Solvent, UV and Latex Inkjet Printing
 - Translucent White
 - 54" x 50 yards Standard Stock
 - Up to 6-year 3M™ MCS™ Warranty
 - Performance Guarantee



More Information – 3Mgraphics.com/ switchon

Support | Applications | Resources | Where to Buy | Customer Support

Home > Graphics & Signage > Graphic Solutions > Graphics & Signs

Search: [GO](#) [Print](#) [Share](#)

Switch On

Introducing the first graphic films that operate LED light.

Industry Breakthrough
3M™ Pre-lit™ Diffuser Films and Diffuser Films – combined with LED lighting – set as the backbone of your sign. Shine through. Achieve vibrant, richly colored graphics with lower LEDs, using less energy.

Virtual Lightbox
Compare competitive film against 3M Switch On Film and see how much more vibrant your signs can be.

Savings Calculator

Color Palette
View all available film colors

Greener Solutions without Sacrificing Performance

- 3M™ Evistion™ Diffuser Film 3735-50, 3735-60
- 3M™ Evistion™ Translucent Film I13739-50, I13738-60
- 3M™ Evistion™ Translucent Film Series 3730

Advantages **FAQs**

MAKE THE SWITCH



Make the **switch.** **3M**

3M Commercial Graphics
3M™ Envision™ Print Wrap Film 480Cv3
3M™ Envision™ Gloss Wrap Overlaminates 8548G



This Changes
Everything. Again.



Greener Solutions.



Higher Performance

- Highly conformable.
 - **GOES DOWN. STAYS DOWN.**
 - 150% stretch. 50% faster install on textured surfaces.
- Installs in extreme temperatures.
 - **IT BEATS THE HEAT AND KEEPS ITS COOL.**
 - Doesn't get too soft in warm temps, and not too brittle in cool temps.
- Faster removal.
 - **EASY ON. AND EASY OFF.**
 - Greater tensile strength, less likely to tear.



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Higher Performance

- Exceptional Clarity
 - THE BEST GLOSS AND CLARITY UNDER THE SUN.
AND NOT UNDER THE SUN.
 - Less squeegee scratching.
- Highly Durable
 - UP AND DOWN AND ALL AROUND
 - Horizontal warranty



3M™ MCS™ Warranty

3M Performance Guarantee



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PERFORMANCE BECOMES SECOND NATURE.



3M™ Envision™ Wrap Films

- Non-PVC
- No chlorine or other halogens added
- Phthalate-free
- Made in part with a renewable bio-based resource
- Manufactured using 60% less solvent than cast vinyl
- Earn LEED® Credits



3Mgraphics.com/sustainability for more details



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The Product Offering

- Film 480Cv3
 - Consistent with IJ180Cv3 and 180C-10 offerings
 - 48" and 54" up to 200 yds
 - Sheeted rolls available
 - 60", 30" and 36" – future considerations
- Overlaminated 8548G
 - Consistent with 8518 offering
 - 48" and 54" up to 100 yds
 - 60" and 30"- future considerations

All splice-free up to 100 yards



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Warranted Printers/Inks

- Screen Printing (UV and solvent) with 3M inks
- All 3M™ MCS™ Warranty & Performance Guarantee Latex and most UV IJ
- Solvent IJ
 - Seiko ColorPainter H & W Series w/ GX 3M ink
- Eco-solvent IJ
 - Roland® VersaCamm® VS-540 & 640 w/ Eco-Sol Max ink
 - Epson® Stylus Pro™ GS6000 w/ Ultra-Chrome GS ink
 - Epson® SureColor™ S30670, S50670, S70670 w/ UltraChrome GS2 or GSX inks as appropriate

See 3M 480Cv3 Product Bulletin and Warranty Matrices on 3Mgraphics.com for details



Assistance and Information

- 3M Sales Representative
- 3Mgraphics.com/EnvisionWrap
 - Literature
 - Videos
 - Product Bulletin
- 3Mgraphics.com/Sustainability
- Sample Rolls at 3Mgraphics.com/samples
- Profiles at 3Mgraphics.com
- Technical & General Information – 800.328.3908

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3M™ MCS™ Warranty

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3M Warranty Offerings

- **3M™ MCS™ Warranty**
 - The first finished graphics warranty in the industry
 - Includes warranted durability periods
 - Has set the standard for competitors' warranties
 - The only finished graphics warranty that doesn't require registering every graphic to get it

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3M Warranty Offerings

- **3M Performance Guarantee**

- covers performance of 3M film, overlaminate and/or clear coat when used with OEM inks (but not ink performance like fading, cracking, etc)
- 3M qualifies popular intermediate printers and OEM inks to optimize performance of our media—over 40 printer/ink combinations tested to date



3M Warranty Offerings

- **3M Basic Product Warranty**
 - Covers every 3M product, no matter what other warranties are offered for a product
 - Assures customers they are getting exactly what the specs say the product is
 - Covers all defects in manufacturing and shipping (aka “out of the box”)



History of the 3M™ MCS™ Warranty

- Offered for finished graphics in the US since the early 1980s
 - Cut vinyl (fleet & sign graphics)
 - Screen printed graphics
 - Digitally printed graphics
- The 3M™ MCS™ Warranty brand has been a registered trademark in the US since 1988
- Offered globally since the early 1990s (electrostatic graphics first)
- Still the most comprehensive warranty in the industry

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What is the 3M™ MCS™ Warranty?

- A system of components (films and flexible sign faces, adhesives, inks) *formulated, tested and manufactured to work together.*
- A guarantee to the graphic owner that failures that make the graphic unsuitable for its intended purposes are covered by 3M
 - Fading, cracking, peeling
 - Adhesive failure
 - Printability

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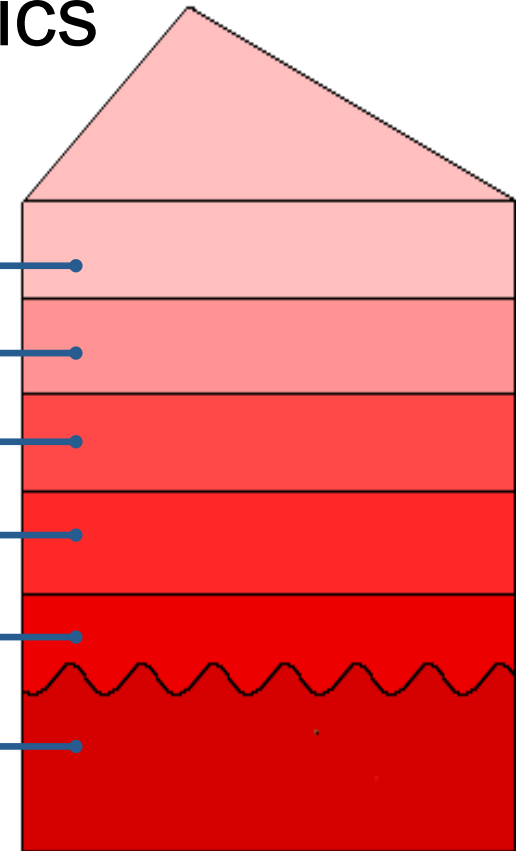
System of Matched Components

Example: Screen Printed Graphics

- All components matched and controlled through a single source-3M
- All ingredients and properties must be compatible

10	Premask	—————	●
12	Overcoat	—————	●
15	Ink	—————	●
10	Film	—————	●
5	Adhesive	—————	●
5	Release Liner	—————	●

Total = 57 Components



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Technology Behind the 3M™ MCS™ Warranty

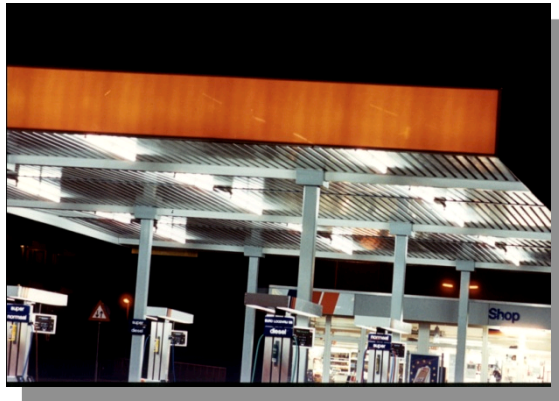
- World class Weathering Resource Center, the largest private facility of its type
- Natural and accelerated weathering tests to make sure our products will perform as stated
- Proprietary tests that go beyond industry standards (*in fact, 3M has set national and industry standards for many tests*)
- Complaints are consistently less than 1% of sales

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Why do we do all this testing?

To prevent graphic failures like these



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Are you willing to take the risk?

- Ask detailed questions about what's covered
- Get warranty provisions in writing
- Choose the supplier with the expertise, history of performance and resources to support your global needs



3MGraphics.com

Stay Informed:
www.3Mgraphics.com
f t in YouTube



The screenshot shows the 3MGraphics.com website. At the top left is the 3M logo and navigation links: "All 3M Products", "Innovation", and "Explore 3M". A search bar on the top right contains the text "Keywords, part numbers, etc". Below the navigation is a blue banner for "Graphic Solutions" with sub-links for "Products", "Tools & Support", "Applications", "Resources", "Where to Buy", and "Customer Support". The main content area features a large graphic of colorful cylinders with the text "You Have The Idea, We Have The Solution" and "3M Commercial Graphics". Below this is a "My Account" button and a grid of four categories: "Products", "Tools & Support", "Customer Support", and "News & Events". To the right is a "What's Happening" section with links for "Reflective News", "3M Removability Study", "More Information", and "Press Release". A small image of a truck is visible in the bottom right corner of the website screenshot.

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Graphic Solutions

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Graphic Film & Substrate Selector

Selection Preferences

Select features from the options below.

Please Note: These are general recommendations for products available for sale in the US. Please refer to Product Bulletin (linked to each recommendation) for additional details.

[Can't find what you want?](#) [Help](#)

276 Product Matches	
Select Preference	
Application use	-- Select one --
Opacity	-- Select one --
Substrate	-- Select one --
Application Surface	-- Select one --
Durability	-- Select one --
Imaging method	-- Select one --

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- 3MGraphics.com
- Tech Help 800.328.3908
- 800.3M.HELPS (Find Me!)
- 3M™ Controltac™ Graphic Film with Comply™ Adhesive IJ180Cv3
- 3M™ Scotchcal™ Graphic Film with Comply™ Adhesive IJ40C

