FOR IMMEDIATE RELEASE

3M Introduces Six New Colors Including Three Color Flip Films in the 3M™ Wrap Film Series 1080

All six additions will be featured at the 2016 SGIA Expo and the 2016 SEMA Show.

St. Paul, Minn. – (Sept. 14, 2016) – 3M is proud to introduce six new additions to the flagship 3M ™ Wrap Film Series 1080 line, including three revolutionary color flip options featuring Gloss Flip Electric Wave, Satin Flip Caribbean Shimmer and Satin Flip Glacial Frost. Along with the three color flip options, the expansion of 3M Wrap Film Series 1080 also includes Gloss Storm Gray, Satin Gold Dust Black and Satin Frozen Vanilla.

The trio of color flip shades, Electric Wave, Caribbean Shimmer and Glacial Frost, exhibit lively polychromatic effects that create unique, multi-color dimensions that shift under different viewing angles and lighting. These iridescent films refract vibrant hues of purple, deep teal and soft blue, creating an invigorating prismatic finish for fresh new vehicle wraps and graphics.

“For graphic installers, nothing is more important than the wrap films and vinyl products that help bring their visions to life, which is why 3M is pleased to introduce these six additions,” said Janelle Pizzi, product marketer, 3M Commercial Solutions Division.

The expansion of 3M Wrap Film Series 1080 also includes Gloss Storm Gray, Satin Gold Dust Black and Satin Frozen Vanilla. These additions bolster Series 1080 with a unique twist on classic, neutral tones, offering installers the ability to capture beautiful textured sparkles with the Black and Vanilla Satin finishes, and a vibrant sheen with the Gloss Storm Gray.
3M Wrap Film Series 1080 is made in 60”-wide rolls, so installers can easily cover vehicle sections without seams. The new color flip options possess excellent dimensional stability, repositionability, high durability, and permanent adhesive. Finally, backing by the 3M™ MCS™ Warranty gives installers confidence that the films will live up to their guarantees.

For more information, visit 3M.com/1080films, and view all available colors here.

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About 3M Commercial Solutions
3M Commercial Solutions helps customers worldwide build brands by providing total graphics and light management solutions. 3M manufactures or certifies lighting solutions, graphic films and graphic protection, flexible substrates, as well as inks and toners used to create finished graphics that are consistent, reliable and durable. Learn more about 3M graphics products and programs by calling 1-800-328-3908, visiting 3M.com/Graphics, following us @3MGraphics on Twitter or at facebook.com/3Mgraphics.
About 3M
At 3M, we apply science in collaborative ways to improve lives daily. With $30 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M’s creative solutions to the world’s problems at www.3M.com or on Twitter @3M or @3MNewsroom.

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