

**3M**

March 2009

Commercial Graphics

Two New Wrap Solutions Available!

3M is pleased to announce the introduction of:

3M™ Controltac™ Wrap Film with Comply™ v3 Adhesive IJ380Cv3

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3M™ Controltac™ Graphic Film with Comply™ v3 Adhesive IJ180Cv3 (8620Cv3)

These products are now available to order in single rolls or in select 3M™ Digital Bundles. Please see the attached price page or refer to the 3M Business Centre website for complete pricing information.

New! 3M™ Controltac™ Wrap Film with Comply™ v3 Adhesive IJ380Cv3

Stretch It and Stick It. No Lifting. Great Appearance. Reduced Installation Time!

Film IJ380Cv3 offers the latest 3M innovation for wraps. A new "super" cast film made softer, more conformable and lacking memory once it's installed. Film IJ380Cv3 doesn't want to return to its original flat state. Unlike all other wrap solutions, especially calendared films, you can stretch this film and never worry about lifting. In fact, you can use it to your advantage and **speed up installations by 30%†**.

Similar to other 3M cast films, prior to the film being fully squeegeed and adhered, it can still be "healed" or returned to its original flat state with heat if it's ever stretched too far. Amazing! When used with 3M™ Scotchcal™ Gloss Overlaminate 8580, which also uses the new "super" cast film, you have the ultimate wrap solution on the market today.

Simply bridge it, stretch it and stick it. No need for primer or relief cuts. Mix in some post-heat and pressure using the new 3M™ Roller S and you get a great wrap with no lifting†. Period.

New Comply™ v3 Adhesive

It gets even better: film IJ380Cv3 also offers Comply™ v3 Adhesive which releases air on par with the original Comply™ adhesive and has the smooth appearance found in the Comply™ v2 Adhesive. Combined with the 3M™ Controltac™ film, this innovation makes installation easier! Installers at all levels can take advantage of this solution.

Film IJ380Cv3 with overlaminate 8580 is ideal for wraps with deep channels or severe curves. Vehicles such as the Chevy HHR, PT Cruiser, VW Bug, Sprinter Van, Hummer and many boats typically require this level of film ingenuity. In addition, almost every wrap has some areas (i.e. bumpers, corner panels) with severe or moderate curves that will benefit from this technology.

Summary of Advantages & Benefits

- **No lifting** means no re-dos, which saves time, reduces costs and satisfies customers with improved appearance and less down-time for their vehicles
- **30% faster installation time** means reduced costs and happier customers with less down-time for vehicles
- **No design-arounds and no relief cuts** means saved time, reduced risk of paint cutting, and happier customers who benefit from an improved vehicle appearance
- **No primer** means faster installations and removals, as well as reduced costs
 - Film IJ380Cv3 removal is very similar to films IJ180C, IJ180Cv2 or IJ180Cv3

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New! 3M Application Tools

Three new tools have been added to 3M's line up of application products to help speed the installation of graphics in challenging, deep vehicle channels:

- Vehicle Channel Applicator Tool VCAT-2
- Vehicle Channel Applicator Tool Roller L (Large)
- Vehicle Channel Applicator Tool Roller S (Small)

These hand held tools help conform heated film into channels found on many vehicle bodies and are essential for applying IJ380Cv3 into the difficult grooves and channels found on Sprinter vans and other vehicles. They also save installers significant time adhering graphics in channels when compared with the traditional squeegee.



Roller L



VCAT-2



Roller S

New! 3M™ Controltac™ Graphic Film with Comply™ v3 Adhesive IJ180Cv3 (8620Cv3)

Two years ago, Comply™ v2 Adhesive changed the marketplace forever. 3M has done it again with Comply™ v3 Adhesive. So how did we make IJ180Cv2 and IJ180C even better? We took the excellent air release-ability of film IJ180C and combined it with the smooth appearance of film IJ180Cv2 to produce film IJ180Cv3. Film IJ180Cv3 delivers everything you love about IJ180Cv2 and now has a superior air release system.

Selling Tools, Technical Information

- The following items are available at 3Mgraphics.ca
 - Product Bulletins
 - Instruction Bulletin 5.36 for vehicles
 - Color profiles
 - Installation videos for vehicle wraps
- Film sample sales flyers for films IJ380Cv3/8580 and IJ180Cv3 are included with this letter

Transition Plan

Films IJ180Cv2 (RG) and 8620Cv2 will be phased out between now and mid-summer 2009. Please contact your 3M Commercial Graphics Sales representative to assist you and your customers in making the easy transition to the new and improved solutions.

For a superior solution to your graphic marking needs, remember to do the math: Cv1 + Cv2 = Cv3! We believe that once customers try these new products featuring Comply™ v3 adhesive, they will want to use them for all of their graphics application needs.

¹ According to a recent independent scientific study, film IJ380Cv3 with overlaminate 8580, was 30% faster to install on a 2008 Chevy HHR than the next closest competitor.

This is primarily due to the films ability to bridge and then stretch into place. (U.S. Study)

[†] Read Instruction Bulletin 4.36 and watch the 3M Vehicle Wrap video on 3MGraphics.ca for important installation procedures.