

FOR IMMEDIATE RELEASE

## **3M announces improvements to 3M™ Scotchlite™ Reflective Graphic Films 680CR, IJ680CR**

(London, Ontario January 2009)— 3M says that the only reflective film with air release just got better. The company has announced a series of significant improvements to its **3M™ Scotchlite™ Removable Reflective Film with Comply™ Adhesive Series 680CR** and film **IJ680CR**.

Improvements include:

- Better slideability ensures easier installation because the graphic can be positioned before full adhesion. This characteristic is especially helpful in the warmer weather.
- Better and longer air-release. Channels stay open longer for easier, smoother application and fewer outgassing issues.
- Better removability results in faster removal and cost savings. These films are now warranted for removal on rivets and corrugation.

“These enhancements to film 680CR and our digital film IJ680CR result in simpler, faster bubble-free installation and easier removal,” said Lynn Daly, Marketing Manager, Fleet & OEM products - 3M Commercial Graphics Division. “We’re sure customers will appreciate the productivity savings offered by these improvements.”

These 7-mil, flexible, enclosed lens retroreflective films are for digital printing or screen and electrostatic printing and may receive the **3M™ MCS™ Warranty** when printed and applied in accordance with 3M instructions (Product Bulletin 680CR or Product Bulletin IJ680CR). The product is recommended for vertical graphics on commercial vehicles, railroad rolling stock, commercial signs, indoor and outdoor signage and striping.

For more information about **3M™ Scotchlite™ Removable Reflective Film with Comply™ Adhesive Series 680CR, IJ680CR** or other 3M reflective film products, contact your local 3M Commercial Graphics Sales Representative or visit our website at [3Mgraphics.ca](http://3Mgraphics.ca).

### **About 3M Commercial Graphics**

3M Commercial Graphics helps customers worldwide build brands by providing total large-format graphics solutions. 3M manufactures or certifies graphic films and graphic protection, flexible substrates, inks and toners, as well as software and hardware used to create large-format finished graphics that are consistent, reliable and durable.