

## **3M Says Do the Math: Cv1 + Cv2 = Cv3**

*3M Commercial Graphics announces the ultimate air release system for vehicle wraps.*

LONDON, Ont. – March, 2009 – Today 3M announced **3M™ Comply™ v3 Adhesive** is available on **3M™ Controltac™ Graphic Film with Comply™ v3 Adhesive IJ180Cv3** and delivers the same advantages of IJ180Cv2 film, including its smooth, glossy, paint-like finish, but with a superior air release system.

"3M is a world leader in vinyl graphics solutions and continually researches ways to improve product performance," said Lynn Daly, marketing manager, 3M Commercial Graphics. "Adding the Comply v3 Adhesive to our product line means 3M not only set the bar in this industry, but also sets it higher."

The new Comply v3 adhesive teamed with the recently released **3M™ Controltac™ Wrap Film with Comply™ v3 Adhesive IJ380Cv3**. When used with **3M™ Scotchcal™ Gloss Overlaminate 8580**, this combination is ideal for wraps with deep channels or severe curves. This new cast film is soft, conformable and lacks memory once installed. Unlike other wrap solutions, it can be stretched without lifting.

According to an independent study in the U.S., film IJ380Cv3 with overlaminate 8580 installed 30 per cent faster than the next closest competitive product. "Installers can bridge channels and concave areas then stretch the graphic into place reducing installation time," explained Daly.

Vehicles such as the Chevy HHR, PT Cruiser, VW Bug, Sprinter Van, Hummer and many boats require this level of film engineering. Additionally, almost every vehicle has some areas, including bumpers and corner panels, with moderate-to-severe curves that benefit from this technology.

3M Comply v3 Adhesive's superior performance allows:

- **Reduced lifting.** No re-dos, saves time, reduces costs and improves appearance.
- **Faster Installs.** Up to 30 per cent faster than other vinyl wraps reduces costs and gets customers in their vehicles quickly.
- **No Design-A rounds or Relief Cuts.** Saves time and reduces the risk of damaging paint.
- **No Primer.** Faster installation, removal and reduced costs.

For more information about the new Comply v3 adhesive or films IJ180Cv3 and IJ380Cv3, contact your 3M Commercial Graphics sales representative or visit [3mgraphics.ca](http://3mgraphics.ca).

To learn more about 3M's complete graphics products line, visit [www.3mgraphics.ca](http://www.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.

### **About 3M Canada Company**

Established in 1951, 3M Canada Company was one of the first international subsidiaries opened by 3M and remains one of the largest. 3M Canada's head office and original manufacturing site is in London, Ontario where approximately half of the company's 1,800 employees work. Other Ontario plants are located in Toronto, Brockville, and Perth with one in Morden, Manitoba. Sales offices are located in major cities nationwide and a national service network supports customers.

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