

3M Brand You
Guide to Branding Your Business with Graphics

Get noticed.

As a business owner, you want to leave a lasting impression on your customers. While your time and budget may be limited, your imagination isn't. And neither is ours. From your walls to windows, to your floors and even your work vehicles, we want to help you embrace your space, so you can put your brand and business on display.

Select Your Surface:

Click below to explore how 3M[™] Films can provide simple, effective ways to build your brand and grow your business.

Smooth Wall Graphics

+ Optional add-ons

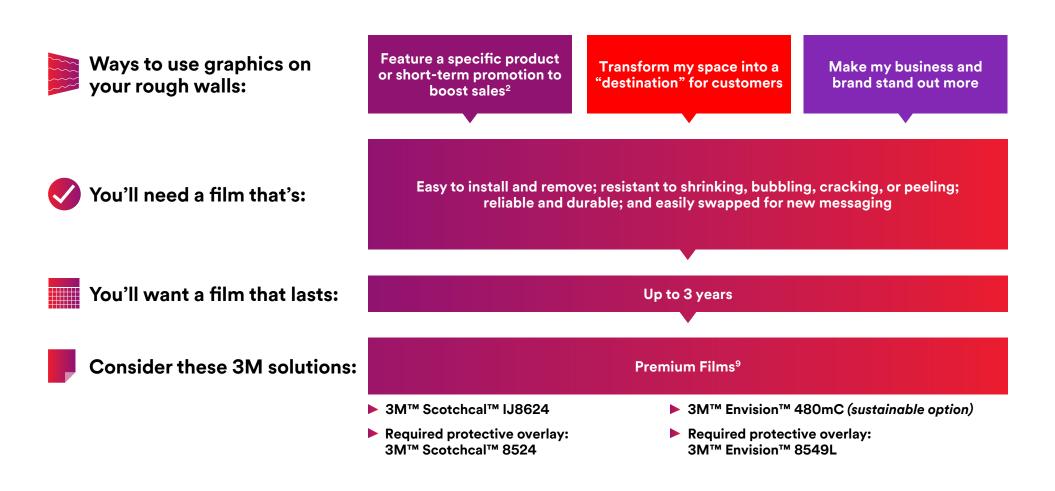
Spruce up your painted metal, drywall, tile, or painted wood surfaces

Transform my space Ways to use graphics on Feature a specific product or short-Make my business and into a "destination" brand stand out more your smooth walls: term promotion to boost sales² for customers Easy to install and Easy to install and remove; resistant Tough and durable, and remove, and resistant to to shrinking, bubbling, cracking, aesthetically similar to You'll need a film that's1: shrinking. and peeling; and easily swapped for natural materials, such bubbling, cracking, new messaging as wood, metal, or stone and peeling You'll want a film that lasts: Up to 3 years 3+ years 5+ years **Architectural and** Consider these 3M solutions: Intermediate Films⁸ Premium Films⁹ **Design Finishes** ► 3M™ Controltac™ 40C ➤ 3M™ Controltac™ ➤ 3MTM DI-NOCTM Finishes (versatile "go-to" film for short-term IJ180mC-10 applications) **Recommended protective overlay:** Recommended 3M™ Scotchcal™ 8510M protective overlay: 3M™ Scotchcal™ 8520 An eco-friendlier solution: ➤ 3MTM EnvisionTM 48C-20R Recommended protective overlays: **▶** Products 3M[™] Envision[™] 8048G

3M[™] Envision[™] 8050M

Rough Wall Graphics

Add a new dimension to your stone, concrete, stucco, or brick walls³



▶ Products

Interior Floor Graphics

Tread boldly with graphics for sealed concrete, vinyl, wood, carpet, or laminates⁴

Promote a specific **Guide and direct** product or service to Ways to use graphics on Make my business and influence purchases and/ customers throughout brand stand out more your floors: or complement other my space marketing initiatives Easy to install and remove; durable enough to withstand high traffic; You'll need a film that's: easily swapped for new messaging; and slip-resistant (a must!) You'll want a film that lasts: Up to 1 year Consider these 3M solutions: Intermediate Films⁸ ➤ 3M™ Controltac™ 40C Required slip resistant overlays: 3M™ Scotchcal™ 3645 3M™ Scotchcal™ 8509 (for short term use) An eco-friendlier solution: ► 3MTM EnvisionTM 48C-20R Required slip resistant overlays: 3M[™] Envision[™] 8048G **▶** Products 3M[™] Envision[™] 8050M

Exterior Floor Graphics

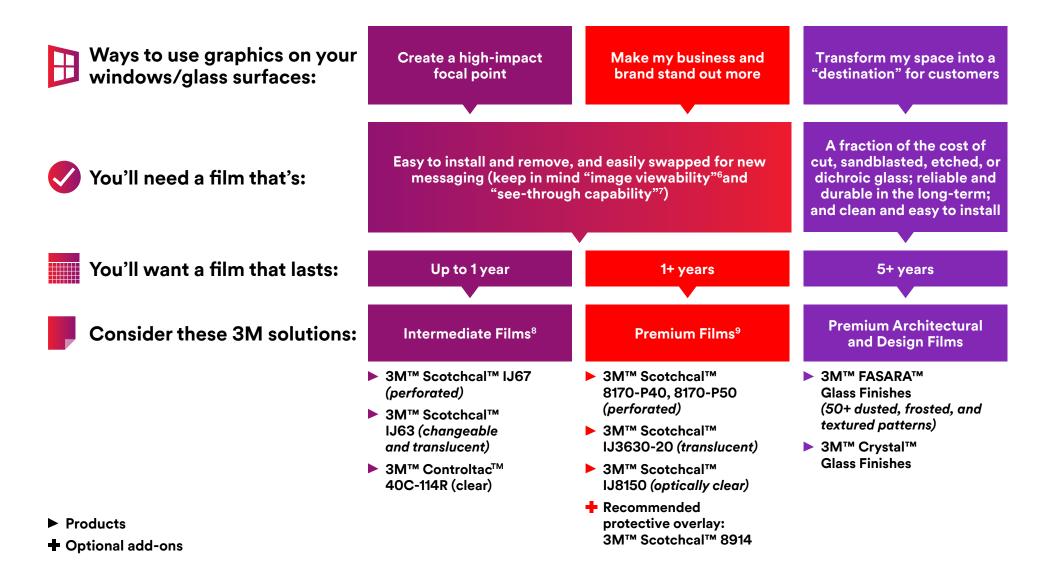
Lead the way with films for outdoor asphalt, concrete, or paved brick walkways



▶ Products

Window and Glass Surface Graphics

Get your shine on with films for windows and glass surfaces



Vehicle Graphics

Turn heads with films for cars, trucks, vans, and boats¹⁰

Ways to use graphics on your vehicles:	Advertise/promote my business and brand	Make my business and brand easily recognizable	Invest in long-term branding	Provide 24/7 brand visibility
	•	•	· ·	•
You'll need a film that's:	Easy to install and remove, and easily swapped for new messaging	Easy to install and remove; is reliable and durable; easily swapped for new messaging; and preserves underlying leased or owned vehicle	Easy to install and remove; is reliable and durable; and will preserve the underlying leased or owned vehicle	Visible both day and night
You'll want a film that lasts:	Up to 3 years	3-5 years	5+ years	5+ years
Consider these 3M solutions:	Intermediate Films ⁸	Intermediate Films ⁸	Premium Films ⁹	Reflective Films
	► 3M™ Controltac™ 40C	► 3M™ Controltac™ 40C	► 3M [™] Controltac [™]	► 3M [™] Scotchlite [™]
	 Required protective overlays: 3M™ Scotchcal™ 8508 3M™ Scotchcal™ 8509 3M™ Scotchcal™ 8510M An eco-friendlier solution: 3M™ Envision™ 48C-20R Required protective overlays: 3M™ Envision™ 8048G 3M™ Envision™ 8050M 	3M [™] Scotchcal [™] 8518 3M [™] Scotchcal [™] 8519 3M [™] Scotchcal [™] 8520 <i>An eco-friendlier solution:</i> 3M [™] Envision [™] 48C-20R	IJ180mC ► 3M TM Envision TM 480mC ► 3M TM Wrap Series 1080 ► Required protective overlays: 3M TM Scotchcal TM 8518 3M TM Scotchcal TM 8519 3M TM Scotchcal TM 8520 3M TM Envision TM 8548G 3M TM Envision TM 8549L	IJ680CR (premium) ■ 3M [™] Scotchlite [™] 5100R (intermediate) ■ 3M [™] Scotchlite [™] Print Wrap Film 780mC-10R

Footnotes

- ¹ Low VOC paints will impact the adhesion of wall graphics. Your local sign shop/graphic manufacturer can quickly and easily help you test your walls so the right graphic film is used to produce your wall graphic
- ² According to research conducted by Nielsen, 86 percent of people report being influenced to make purchases with store signage, compared to 37 percent who were influenced with social media
- ³ Stone, concrete, industrial stucco, brick, etc.
- ⁴ Sealed concrete, vinyl, wood, commercial carpet, laminates, vinyl commercial tile (VCT)
- ⁵ 2010 study by the Center for Advanced Retail and Technology found 17.2 percent sales lift with floor graphics and display in place; overall number of shoppers stopping in that area increased 180 percent; 11.2 percent of shoppers who made the purchase had not purchased the featured item in the previous six months
- ⁶ Graphics applied to a window can be clearly seen from the outside, i.e., the richness of the image
- ⁷ Graphics applied to a window appear invisible when looking from the inside out, i.e., the see-through viewing capability
- ⁸ Intermediate films provide graphics that have (1) good resistance to lifting, cracking, and peeling, which can compromise the visual representation of the graphic and lead to potential graphic failure; (2) easy removability, especially important where business space is leased; and (3) easy changeability; easily change out designs or promotional messaging, making them a good choice for promotional retail.
- ⁹ Premium films are able to provide graphics that have (1) better resistance to lifting, cracking, and peeling, which can compromise the visual representation and lead to potential graphic failure, and (2) easy removability, especially important where business space is leased.
- ¹⁰ Cars, box trucks, vans, trailers, big fleets, boats, etc.

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