

**3M** Science.  
Applied to Life.™

## Select Your Surface:

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

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.

[3M.com/BrandYou](https://www.3m.com/BrandYou)

# Smooth Wall Graphics

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

 **Ways to use graphics on your smooth walls:**

Feature a specific product or short-term promotion to boost sales<sup>2</sup>

Make my business and brand stand out more

Transform my space into a “destination” for customers

 **You’ll need a film that’s<sup>1</sup>:**

Easy to install and remove; resistant to shrinking, bubbling, cracking, and peeling; and easily swapped for new messaging

Easy to install and remove, and resistant to shrinking, bubbling, cracking, and peeling

Tough and durable, and aesthetically similar to natural materials, such as wood, metal, or stone

 **You’ll want a film that lasts:**

Up to 3 years

3+ years

5+ years

 **Consider these 3M solutions:**

Intermediate Films<sup>8</sup>

Premium Films<sup>9</sup>

Architectural and Design Finishes

▶ **3M™ Controltac™ 40C**  
(versatile “go-to” film for short-term applications)

✦ Recommended protective overlay:  
3M™ Scotchcal™ 8510M

An eco-friendlier solution:

▶ **3M™ Envision™ 48C-20R**

✦ Recommended protective overlays:  
3M™ Envision™ 8048G  
3M™ Envision™ 8050M

▶ **3M™ Controltac™ IJ180mC-10**

✦ Recommended protective overlay:  
3M™ Scotchcal™ 8520

▶ **3M™ DI-NOC™ Finishes**

▶ Products

✦ Optional add-ons

# Rough Wall Graphics

Add a new dimension to your stone, concrete, stucco, or brick walls<sup>3</sup>

 **Ways to use graphics on your rough walls:**

Feature a specific product or short-term promotion to boost sales<sup>2</sup>

Transform my space into a “destination” for customers

Make my business and brand stand out more

 **You’ll need a film that’s:**

Easy to install and remove; resistant to shrinking, bubbling, cracking, or peeling; reliable and durable; and easily swapped for new messaging

 **You’ll want a film that lasts:**

Up to 3 years

 **Consider these 3M solutions:**

Premium Films<sup>9</sup>

▶ 3M™ Scotchcal™ IJ8624

▶ 3M™ Envision™ 480mC (*sustainable option*)

▶ Required protective overlay:  
3M™ Scotchcal™ 8524

▶ Required protective overlay:  
3M™ Envision™ 8549L

▶ Products

# Interior Floor Graphics

Tread boldly with graphics for sealed concrete, vinyl, wood, carpet, or laminates<sup>4</sup>

◆ Ways to use graphics on your floors:

Make my business and brand stand out more

Promote a specific product or service to influence purchases<sup>5</sup> and/or complement other marketing initiatives

Guide and direct customers throughout my space

✓ You'll need a film that's:

Easy to install and remove; durable enough to withstand high traffic; 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 Films<sup>8</sup>

- ▶ 3M™ Controltac™ 40C
- ▶ Required slip resistant overlays:
  - 3M™ Scotchcal™ 3645
  - 3M™ Scotchcal™ 8509 (*for short term use*)
- An eco-friendlier solution:*
- ▶ 3M™ Envision™ 48C-20R
- ▶ Required slip resistant overlays:
  - 3M™ Envision™ 8048G
  - 3M™ Envision™ 8050M

▶ Products

# Exterior Floor Graphics

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

 **Ways to use graphics on your outdoor walkways:**

Make my business and brand stand out more

Creatively promote a specific service or product to influence purchases<sup>5</sup>

Complement my other marketing initiatives

 **You'll need a film that's:**

Easy to install and remove; easily swapped for new messaging; durable enough to withstand high traffic; and slip-resistant (a must!)

 **You'll want a film that lasts:**

Up to 3 months

 **Consider these 3M solutions:**

Premium Films<sup>9</sup>

- ▶ 3M™ Scotchcal™ 3662
- ▶ Required slip resistant overlay: 3M™ Scotchcal™ 3647

▶ Products

# Window and Glass Surface Graphics

Get your shine on with films for windows and glass surfaces

 **Ways to use graphics on your windows/glass surfaces:**

Create a high-impact focal point

Make my business and brand stand out more

Transform my space into a “destination” for customers

 **You’ll need a film that’s:**

Easy to install and remove, and easily swapped for new messaging (keep in mind “image viewability”<sup>6</sup> and “see-through capability”<sup>7</sup>)

A fraction of the cost of cut, sandblasted, etched, or dichroic glass; reliable and durable in the long-term; and clean and easy to install

 **You’ll want a film that lasts:**

Up to 1 year

1+ years

5+ years

 **Consider these 3M solutions:**

Intermediate Films<sup>8</sup>

Premium Films<sup>9</sup>

Premium Architectural and Design Films

- ▶ 3M™ Scotchcal™ IJ67 (perforated)
- ▶ 3M™ Scotchcal™ IJ63 (changeable and translucent)
- ▶ 3M™ Controltac™ 40C-114R (clear)

- ▶ 3M™ Scotchcal™ 8170-P40, 8170-P50 (perforated)
- ▶ 3M™ Scotchcal™ IJ3630-20 (translucent)
- ▶ 3M™ Scotchcal™ IJ8150 (optically clear)

- + Recommended protective overlay: 3M™ Scotchcal™ 8914





- ▶ 3M™ FASARA™ Glass Finishes (50+ dusted, frosted, and textured patterns)
- ▶ 3M™ Crystal™ Glass Finishes

▶ Products

+ Optional add-ons

# Vehicle Graphics

Turn heads with films for cars, trucks, vans, and boats<sup>10</sup>

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

## Footnotes

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<sup>1</sup> 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

<sup>2</sup> 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

<sup>3</sup> Stone, concrete, industrial stucco, brick, etc.

<sup>4</sup> Sealed concrete, vinyl, wood, commercial carpet, laminates, vinyl commercial tile (VCT)

<sup>5</sup> 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

<sup>6</sup> Graphics applied to a window can be clearly seen from the outside, i.e., the richness of the image

<sup>7</sup> Graphics applied to a window appear invisible when looking from the inside out, i.e., the see-through viewing capability

<sup>8</sup> 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.

<sup>9</sup> 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.

<sup>10</sup> Cars, box trucks, vans, trailers, big fleets, boats, etc.