

# 3M™ Polyester Tape 875 Green (1 mil) and 3M™ Polyester Tape 876 Green (2 mil)

## 3M Solution

- 3M™ Polyester Tape 875 Green and 876 Green

## Value Proposition

- Economically priced high temperature non silicone tape for composite parts manufacturing and metal bonding processes
- Non Silicone adhesive engineered to withstand elevated temperatures and autoclave cycles for sensitive applications
- Combines good initial tack, holding strength with clean removability.
- Provides good line definition, flexibility and no residue.
- Strong 1 mil and 2 mil Polyester backing offers thin caliper yet high tensile strength necessary to pull through cured paint.
- Completes a portfolio of products that have high temperature resistance with clean removability.

## Target Market

- Composite Bonding
- Metal Bonding
- High Temperature Masking

## Target Applications

- High temperature non silicone applications: temporary holding, masking, with clean release during Autoclave Processes, (Hold TC wires, vacuum bagging materials, and tooling)
- High temperature paint masking, liquid or powder coat processes

## Target Titles

- Operations Manager
- Quality Manager
- Procurement Manager

## Target Customer Problems We Can Solve

- **Clean removal reducing rework**
- **More economical solution**
- **Autoclave processes**
- **High temperature painting**

## 3M Strengths

| FEATURES  | ADVANTAGES  | BENEFITS  |
|---|---|---|
| <ul style="list-style-type: none"> <li>• <b>1 mil and 2 mil Polyester Backings</b></li> <li>• <b>High Performance Rubber Adhesive</b></li> <li>• <b>Thin Caliper</b></li> <li>• <b>Seafoam Green Color</b></li> </ul> | <ul style="list-style-type: none"> <li>• High temperature resistance and less chance for failure during bake cycles</li> <li>• Clean removal post processing, good initial tack and strong vertical holding power.</li> <li>• Sharp paint lines</li> <li>• Easy to see</li> </ul> | <ul style="list-style-type: none"> <li>• Reduces rework caused by tape slivering or poor adhesion to substrate</li> <li>• Eliminate need for extra steps to remove adhesive that is left behind</li> <li>• Better looking finishes with less rework</li> <li>• Visible during processing</li> </ul> |

## Competition

Direct: Non Silicone/High Temp Rubber - Airtech 1R, 2R, 5R  
Silicone Adhesive - Airtech 1, 2, 5



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## Making the Call

**Qualifying Questions** – ask these opening questions to determine their need, qualify the opportunity:

- Do you build composite parts or do metal bonding that requires high temperature/autoclave cycles? (If yes, you can make a sale)
- Are you satisfied with the cost of your current tapes?
- Are you satisfied with the performance of your current tapes?
- 

**Questions to Identify Needs** – ask these questions to uncover customer issues or dissatisfaction with their current supplier:

**Current State:**

- Do you have concerns with silicone usage in your processes?
- Does your facility have a non-silicone policy in place? If not, is it being considered in the future?
- If you had a tape that created less residue and rework, would that help your processes?
- Are there OEM specifications that tapes must meet and be approved for in order for you to use?
- Are you only using tapes approved to customers' specs? If so, which specs?
- Do you have any visual requirements for tapes being used?
- What type of cleaning procedures do you follow?
- Do you currently have any supply or delivery issues?
- What products are being used today for mold release applications?
- Do you have any concerns or complaints with your existing tape solutions? (Adhesive residue, backing breaks/tears, poor adhesion to substrate, supply or delivery, other)

**Product Usage:**

- Would a non-silicone tape be preferred?
- How many rolls of tape do you use per day, month, or year?

**Questions to Drive the Decision Process** – ask these questions to invite the customer to take action:

- What's the process for initiating testing of a new tape?
- What kind of programs do you have in place to quantify cost savings?
- If our tape tests successfully, will you place a guaranteed trial order today?
- What would it take to switch?

**Objections to Overcome:**

*"The current product we're using is working"*

Overcome: Explain: If we're able to demonstrate value using the new HTNS tape products, would you consider purchasing?

### For Additional Information

To request additional product information or to arrange for sales assistance, call 1-800-362-3550. In Canada, phone: 1-800-364-3577. In Puerto Rico, phone: 1-787-750-3000. In Mexico, phone: 52-70-04-00. Or visit us at [www.3M.com](http://www.3M.com).

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