

FOR IMMEDIATE RELEASE

**3M Sheds Light on the Future with 34 Striking
New Additions to its Colored Translucent Films**

Extensive color research brings film selection to total of 103 options

St. Paul, Minn. – (April 19, 2017) – When it comes to brand recognition and the ability to grab the attention of new and returning customers, image is everything, no matter the scope or location of a company. These principles hold true in the sign industry, where one illuminated sign can be the difference between gaining or losing a client. To meet these growing industry challenges while building off of the longstanding success of its colored translucent films, 3M is introducing 34 new dynamic colors, which include seven additions to 3M™ Envision™ Translucent Film Series 3730 and 27 additions to 3M™ Scotchcal™ Translucent Graphic Film Series 3630.

Showcasing new shades that include Deep Sea Blue, Fire Engine Red, Glacial Green and more, 3M's selection of colored translucent films now features a total of 103 options, and is accompanied by the release of a new 3M™ Dual-Color Film 3635 in Sultan Blue. The expanded translucent film lineup bolsters 3M's Illuminated Sign Solutions portfolio – which also includes inkjet printable films, light management films, overlaminates and flexible substrates. This comprehensive portfolio positions 3M as the go-to provider of illuminated sign color and design options, which enable companies to achieve unparalleled global consistency and creative potential.

“As a leader in the illuminated sign industry, our goal at 3M is to be the partner that companies trust to help them promote their brand,” said Tony Fulco, marketing manager with 3M Commercial Solutions. “With this translucent film color expansion, we aren't just introducing new colors, but introducing the right colors. After extensive research and market insight, we've developed colors that are consistent with

emerging trends in design and corporate identity, ensuring that our customers and partners have the products they need to achieve their marketing goals.”

Within 3M Envision Translucent Film Series 3730, new color choices include Regal Red, Burgundy, Raspberry, Olympic Blue, Plum Purple, Teal Green and Holly Green. Envision 3730 films deliver high light transmission levels and allow for the ability to customize the brightness and energy efficiency of illuminated signs.* Series 3730 offers business owners a product that can elevate their brand image and contribute to their sustainability goals.

All 3M Illuminated Sign Solution products are backed by the 3M™ MCS™ Warranty, which provides sign shop owners with confidence that the films will perform to meet their customers’ expectations. If brand owners or sign shops can’t find the color they’re looking for, 3M also custom matches colors, ensuring brand identities will always remain consistent, anywhere in the world.

Please visit [3M.com/IlluminatedSigns](https://www.3m.com/IlluminatedSigns) for more information on 3M Illuminated Sign Solutions and to download a poster showing all the 3M translucent film color options.

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** Most graphics using film series 3730 on 3M™ Envision™ Diffuser Film 3735-50 provide more light transmission than other graphics using 3M™ Scotchcal™ Translucent Graphic Film Series 3630 on 3M™ Diffuser Film 3635-30. See 3M Product Bulletin 3630/3730 for details.*

About 3M Commercial Solutions

3M Commercial Solutions helps customers worldwide build brands by providing total graphics and light management solutions. 3M manufactures or certifies lighting solutions, graphic films and graphic protection, flexible substrates, as well as inks and toners used to create finished graphics that are consistent, reliable and durable. Learn more about 3M graphics products and programs by calling 1-800-328-3908, visiting [3M.com/Graphics](https://www.3m.com/Graphics), following us [@3MGraphics](https://twitter.com/3MGraphics) on Twitter or at facebook.com/3Mgraphics.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$30 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter [@3M](https://twitter.com/3M) or [@3MNewsroom](https://twitter.com/3MNewsroom).

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