

FOR IMMEDIATE RELEASE

3M™ Wrap Film Series 1080 Tops 100 Colors with Eight New Additions

Latest color expansion offers powerful combination of shade and finish

St. Paul, Minn. – (Oct. 25, 2017) – An artist’s color palette is a secret weapon. The more colors, the more ways to create fresh and innovative works of art. Now, 3M is expanding graphics installers’ arsenals by adding eight new colors to the 3M™ Wrap Film Series 1080 family, bringing the color total to 106 options. With new shades to set the tone and finishes to further define the mood, installers can create unique vehicle wraps that capture the wildest of imaginations.

Showcasing gloss, satin and color-flip finishes, the new class of 3M wrap colors includes: Gloss Blue Fire, Matrix Black, Satin Flip Ghost Pearl, Dead Matte Black, Shadow Black, Satin Key West, Gloss Galaxy Black and Gloss Glacier Gray. With so many variations on shades of black, grey and white, graphics installers will more easily be able to replicate the images in their minds and bring them to life.

“We know the reputations of graphics installers hinge on their abilities to create designs that break the mold. We work hard to consistently develop and deliver new 3M car wrap colors that will catapult them ahead of the competition,” said Janelle Pizzi, marketing, 3M. “Our goal is to supply installers with the products they need to wow their clients at every turn.”

In addition to the newly released colors, 3M is happy to announce that Gloss Plum Explosion is also once again available for purchase. 3M Wrap Film Series 1080 is made in 60” rolls, eliminating the need for seams by easily covering vehicle sections. 3M also recently added a new feature to the back of the film liner: an arrow emblem indicating web directionality to ensure correct and consistent install. Finally, 3M Wrap

Film Series 1080 is backed by the 3M™ MCS™ Warranty, providing installers confidence that the films will last and live up to their guarantees.

See the colors and request 3M vinyl wrap samples at 3M.com/1080films.

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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, 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 or @3MNewsroom.

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