

3M LAUNCHES THE NEW 3M™ PATTERN AND SOLUTIONS CENTER

The 3M™ Pattern & Solutions Center Provides Paint Protection Film Installers with Precision Patterns & Business-Building Resources

ST. PAUL, MN (February 8, 2018) – The introduction of the new 3M Pattern and Solutions Center (PSC) is set to deliver tremendous improvements in software performance and pattern design, serving as a one-stop-shop for both patterns and marketing materials.

“We are very excited to introduce the NEW 3M™ Pattern and Solutions Center (PSC), formerly known as 3M™ Digital Designs,” said Jake Culver, Pattern & Software Manager, “Our name change signals serious changes in software performance and pattern design, helping installers to navigate our software website more efficiently and install a better fitting pattern. It’s a one-stop-shop for both patterns and business solutions.”

In addition, in October, the newest version of Scotchgard™ Paint Protection Film Pro Series was released at SEMA, along with a comprehensive set of sales and marketing tools. The upgraded and enhanced film – based on the technology 3M invented 50 years ago to protect helicopter blades during the Vietnam War -- continues to grow in popularity as one of the leading solutions for protecting vehicle finishes.

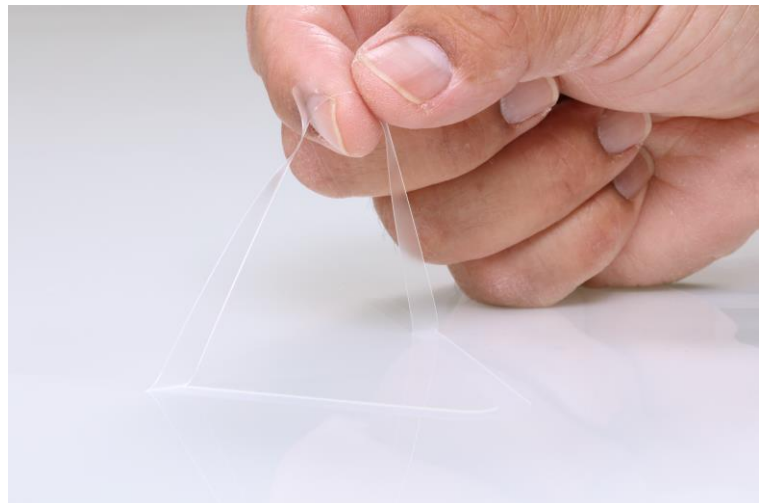
New Online Pattern Platform Make the Job Easier

To provide installers all the support they need, the 3M™ Pattern and Solution Center is a complimentary service to our customers at no cost. The new digital platform at patterns.3m.com offers turn-key services that make the pattern selection and installation job easier. New features and user experiences available at patterns.3m.com include:

- View a more complete database of patterns
- Select and view patterns in a new way
- Navigate faster with improved search capabilities
- Try the new patent pending ‘Halo’ feature

Dynamic Marketing Resources Drive More Sales

The 3M™ Pattern and Solutions Center will also provide installers with the business development resources they need to help build brand awareness for their company and drive more sales with consumers. The wide array of new



Halo, 3M’s proprietary, patent pending, new weeding feature, creates a “halo” effect by cutting an additional ¼” border around every part. Halo makes parts easier to weed, reduces tearing and decreased risk of accidental weeding of smaller parts.

marketing materials was designed to help educate consumers about the product performance and how it can protect the look and value of their vehicles.

- Product videos for showroom display areas or online ads
- Self-healing demonstration unit
- Brochures and sample cards
- Interior and exterior banners
- Counter mats and vehicle clings
- 3M wearables and promotional tools
- 3M and Scotchgard logos, guidelines and photography
- Warranty registration
- Dealer locator/Where to Buy
- Technical data sheets

Investment in Quality Patterns - Improved Efficiency

New highly-skilled specialists have recently been added to the team, which now represents more than 45 years of combined experience. They have made significant improvements in the development of new patterns and refining current patterns, which helps ensure better fit and overall design. In the past eight months alone, over 500 patterns have been refined or added to the software database. In addition, 3M's *proprietary* new Halo feature was recently introduced at SEMA. It was designed to provide faster, more effective weeding, creating a "halo" effect by cutting a border around every part. This helps eliminate risk of tearing parts, reduces film waste and decreases the risk of accidental disposal of smaller parts.

Robust Quality Process

3M has implemented a more robust quality review process for patterns to ensure better fit and overall design by adding a new feedback feature to the 3M™ Pattern and Solution Center software database. This encourages installers to share with 3M how the patterns fit. All feedback is reviewed regularly and issues are addressed quickly.

Focus on the Future

"In 2018 our goal is simple," says Jon Hanbury, Global Business Manager. "We want to help the installer make more money. We will do that with a combination of our improved film, *no cost* cutting software database, excellent marketing tools and a focused effort on building awareness and driving leads to our installer network."

Customers are already taking notice of the new 3M™ Pattern and Solution Center.

"I was just on the new 3M Pattern and Solutions Center website yesterday and wanted to share with you how much I love the updates!" said Melissa Privratsky from One Source. "They are super helpful and make the process so much more quick and efficient!"

Try the New Pattern Cutting Software

As part of the launch, 3M is offering any paint protection film installer an opportunity to try the 3M pattern-cutting software by visiting patterns.3M.com to register for access and download a 30-cut software trial.

To learn more about the 3M™ Pattern and Solutions Center, visit patterns.3M.com or contact a 3M Authorized Distributor or 3M Sales Representative.

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 @3MNews.

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