

# Single Sided Tapes Academy

Advanced Modular Training for  
Specialized Single Sided Tapes  
With Masking Focus

# Single Sided Tapes Academy

## Overview

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- **Interactive Training Session**  
for specialized single sided and masking tapes
- **Target Group?** Distributor und Converter (Sales, Application Engineering, Marketing)
- **Location?** Onsite at the customer
- **Inhalt?**  
3M tape overview  
General and segment specific product trainings  
Demos & hands on training  
Applications and best practices
- **Moduls?**  
General Industrial, Metalworking, Automotive, Aerospace, and appliance segments
- **Trainer?** Advanced 3M Application Engineer

# Single Sided Tapes Academy

Content: General Industrial Training

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- Focus products
- Product demonstrations
- Demo-kits
- Selection guide
- Application examples

## Product Areas:

- Metal Foil Tapes
- Damping Tapes
- Vinyl / PLA Tapes
- Glass Cloth Tapes
- Polyester Tapes
- PTFE- / UHMW-Tapes
- Masking Tapes
- Duct Tapes

# Single Sided Tapes Academy

Content: Automotive

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- Basics
- Go-To Products and Alternatives
- Demo-Kit
- Lead Applications
- Finding Opportunities
- Value proposition vs. competition

## Topics:

- Buzz, Squeak, & Rattle Reduction
- Heat Protection & Light Reflection
- Paint Masking for Two-Tone Vehicles and Plastic Parts
- Reinforcing
- In-process Protection
- Headliner wire harness attachment
- Other

# Single Sided Tapes Academy

Content: Aerospace

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- Basics
- Go-To Products and Alternatives
- Demo-Kit
- Lead Applications
- Finding Opportunities
- Value proposition vs. competition

## Topics:

- Electroplating
- Anodizing
- Composite Bonding
- Painting & Coating Masking
- Tapes for Machining & Shop Handling
- Temporary Protection During Storage & Transportation
- Other

# Single Sided Tapes Academy

Content: Appliance

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- Basics
- Go-To Products and Alternatives
- Demo-Kit
- Lead Applications
- Finding Opportunities
- Value proposition vs. competition

Topics:

- Energy Efficiency
- Heat Protection
- Foaming/ Insulation Processing
- Squeak/ Friction Reduction
- Vibration Sound Damping
- Holding
- Other

# Single Sided Tapes Academy

Content: Metalworking

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- Basics
- Go-To Products and Alternatives
- Demo-Kit
- Lead Applications
- Finding Opportunities
- Value proposition vs. competition

Topics:

- Anodization Masking
- Electroplate Masking
- Powder Coat Masking
- Liquid Paint Masking
- Machining & Shop Handling
- Coil Tapping, Splicing and Edge Protection
- Other