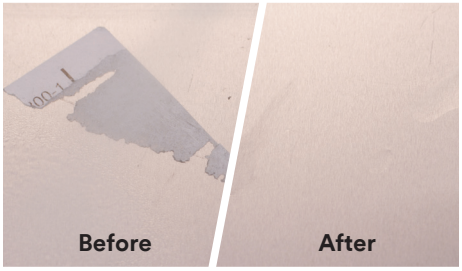
Science. Applied to Life.™

Sales Guide

3M Solutions for Maintenance Applications

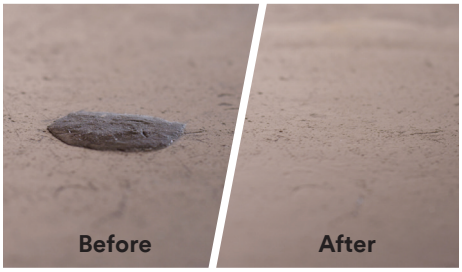
Label/Sticker



Tape Adhesive



Gum

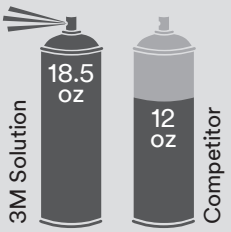


3M™ Industrial Cleaner* and Adhesive Remover

Powerful industrial cleaner dissolves and dilutes grease, tar, oil and ink in seconds for easy removal. An ideal product for maintenance applications that is non-corrosive to metal parts. The unique spray technology allows you to quickly clean* without having to soak parts.

3M Adhesive Remover dissolves adhesive or overspray residue on a variety of substrates with a spray and wipe process.

Cost per volume comparison: cost per can/ net weight oz



Customer Challenges We Can Solve

- Deliver more effective cleaning performance to improve throughput or cycle time
- Reduce CFCs in their cleaning and maintenance operations
- Clean a large variety of metal equipment and industrial substrates with only one product on their cart

Target Markets

- General Industrial
- Display/Exhibit/Woodworking
- Transportation
- Metalworking
- HVAC

Target Titles

- Production Manager/ Plant Manager
- Small/Medium Business Owner
- Purchasing Manager

3M Strengths

Features	Advantages	Benefits
Industrial Strength	High Productivity	No need to soak metal equipment
Outstanding Performance	Non-Corrosive	No filmy residue after wiping surface

Target Application

- Industrial Cleaner removes heavy oils, grease, silicone, tar, wax, labels, stickers, dirt, marker, grafitti and other soil and contaminants from metal equipment
- Degrease metal parts, motors and tools
- Remove ink from printing presses
- Adhesive Remover efficiently removes wax, labels, stickers and other light soil
- Cleans spray guns*, hoses and other adhesive equipment

NAICS Codes

Wood Kitchen Cabinet and Countertop	337110
Boat Building	336612
Sign Manufacturing	339950
Soft Drink Manufacturing	312111
Air-Conditioning and Warm Air Heating	333415
Heavy Duty Truck Manufacturing	336120
Sheet Metal Work Manufacturing	332322
Wood Window and Door Manufacturing	321911
Motor Vehicle Body & Trailer Manufacturing (336211, 336212, 336213, 336214)	33621X

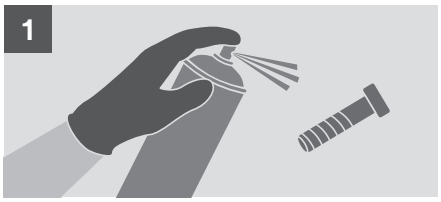
*For metal equipment (not intended as “general purpose” cleaner)

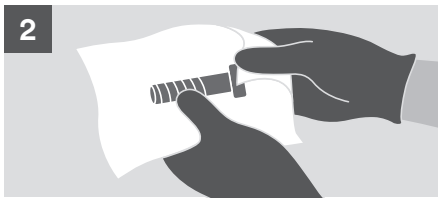
Sales Guide

Lead Solution: 3M™ Industrial Cleaner* and Adhesive Remover

Value Proposition

- Save time and effort in maintenance and production
- Removes debris quickly without soaking or leaving a residue
- Safe to use adhesive remover on most substrates
- Clean citrus smell
- Contains No: methylene chloride, chlorofluorocarbons (CFCs) or 1,1,1-trichlorethane (methyl chloroform)





Directions for Use

1. **Thoroughly coat 3M citrus base cleaner on metal surfaces or parts being cleaned.** *Wait a few minutes to allow maximum penetration and loosening action.*
2. **Wipe away with a clean, damp rag. Wipe with clean cloth, let air dry.** *Repeat application when substance to be removed is too thick for maximum penetration.*

Caution! *This product should not be used as a hand cleaner and skin contact should be avoided. This product may cause skin irritation on prolonged or repeated contact. Do not rinse into waterways or sewers.*

Making the Call

Qualifying Questions

- Do you need help removing adhesive left behind by tapes, labels, stickers or other materials?
- Do you currently use a liquid or aerosol adhesive remover type product?
  – Would you be interested in trying a solution from 3M?
- Would you like to learn more about 3M™ Citrus based cleaners?

Questions to Identify Needs

Ask these questions to uncover customer issues or relationship status with their current supplier:

- How much time is spent cleaning or soaking parts in your process?
- Do you see residue or substrate damage after using your current liquid industrial cleaner or adhesive remover?
- Are there times when you find it very difficult to remove a soil or contaminant from your substrate?
- Where is your current supplier located?
  – How is their service?

*For metal equipment (not intended as "general purpose" cleaner)

Questions to Drive the Decision Process

Ask these questions to invite the customer to take action:

- If you could save money and improve your cycle time, would you be interested in ordering from us?
- When would be a good time to trial the product in your processes?

Objections to Overcome

"We have been using the same adhesive remover and/or cleaner for years, why would I want to change something that works?"

Response
The Citrus based products that 3M offers have been in the market place for many years and provide outstanding performance for a variety of manufacturing applications. If you evaluate the products you may find that we can replace 2 or 3 products you currently use.

"We really don't mind soaking our parts, that way we know that they are entirely clean for our process?"

Response
Often times when you soak a part you still need to give it a slight brush and wipe it dry, correct? Our Industrial Cleaner would improve your cycle time by no longer soaking and provides EHS benefits since it does not contain CFCs.

Reasons You Will Want to Sell This Product

- Help your customer improve efficiencies and reduce waste/rework
- Unique spray technology allows you to quickly clean without having to soak parts
- Helps dissolve and remove adhesive residue left behind by tapes, labels, stickers, etc.
- Removes debris without streaking on a wide variety of industrial materials

3M Industrial Adhesives & Tapes
3M Center, Bldg 225-3S-06
St. Paul, MN 55144-1000 USA

Phone 1-800-362-3550
Web 3M.com/bonding

Product Selection and Use: Many factors beyond 3M's control and uniquely within user's knowledge and control can affect the use and performance of a 3M product in a particular application. As a result, customer is solely responsible for evaluating the product and determining whether it is appropriate and suitable for customer's application, including conducting a workplace hazard assessment and reviewing all applicable regulations and standards (e.g., OSHA, ANSI, etc.). Failure to properly evaluate, select, and use a 3M product and appropriate safety products, or to meet all applicable safety regulations, may result in injury, sickness, death, and/or harm to property.

Warranty, Limited Remedy, and Disclaimer: Unless a different warranty is specifically stated on the applicable 3M product packaging or product literature (in which case such warranty governs), 3M warrants that each 3M product meets the applicable 3M product specification at the time 3M ships the product. 3M MAKES NO OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR ARISING OUT OF A COURSE OF DEALING, CUSTOM, OR USAGE OF TRADE. If a 3M product does not conform to this warranty, then the sole and exclusive remedy is, at 3M's option, replacement of the 3M product or refund of the purchase price.

Limitation of Liability: Except for the limited remedy stated above, and except to the extent prohibited by law, 3M will not be liable for any loss or damage arising from or related to the 3M product, whether direct, indirect, special, incidental, or consequential (including, but not limited to, lost profits or business opportunity), regardless of the legal or equitable theory asserted, including, but not limited to, warranty, contract, negligence, or strict liability.

3M is a trademark of 3M Company. Please recycle. Printed in USA. © 3M 2020. All rights reserved. Mar 2020

Scan QR code to learn more