

Safety & Industrial Channel Marketing Toolkit

Digital content and tools for
3M Authorized Distributors Only

*United States
Updated 2023*



Overview: Digital Toolkit for Channel Partners

This toolkit is intended for use by authorized 3M channel partners. The following pages include marketing assets for channel partners to use and to offer their end user customers. This toolkit highlights specific segment catalogs, campaigns, programs, and new product information.

Your 3M Channel Marketing team can support you and your team in developing additional marketing assets, revising current programs to better fit your strategies and creating new campaigns to help sales. Just ask! We are here to help.

Make the most out of the digital toolkit you've received from 3M with our two-page infographic [How to Use a Digital Toolkit](#) to successfully launch a campaign to your customers.

If you have any questions, would like additional marketing assets for any of the programs or would like to create a custom program, contact your 3M Channel Representative.

Thank you,
3M Safety and Industrial Channel Marketing Team

Note: These marketing assets are subject to change at any time and for any reason, and new ones will be added throughout the year.

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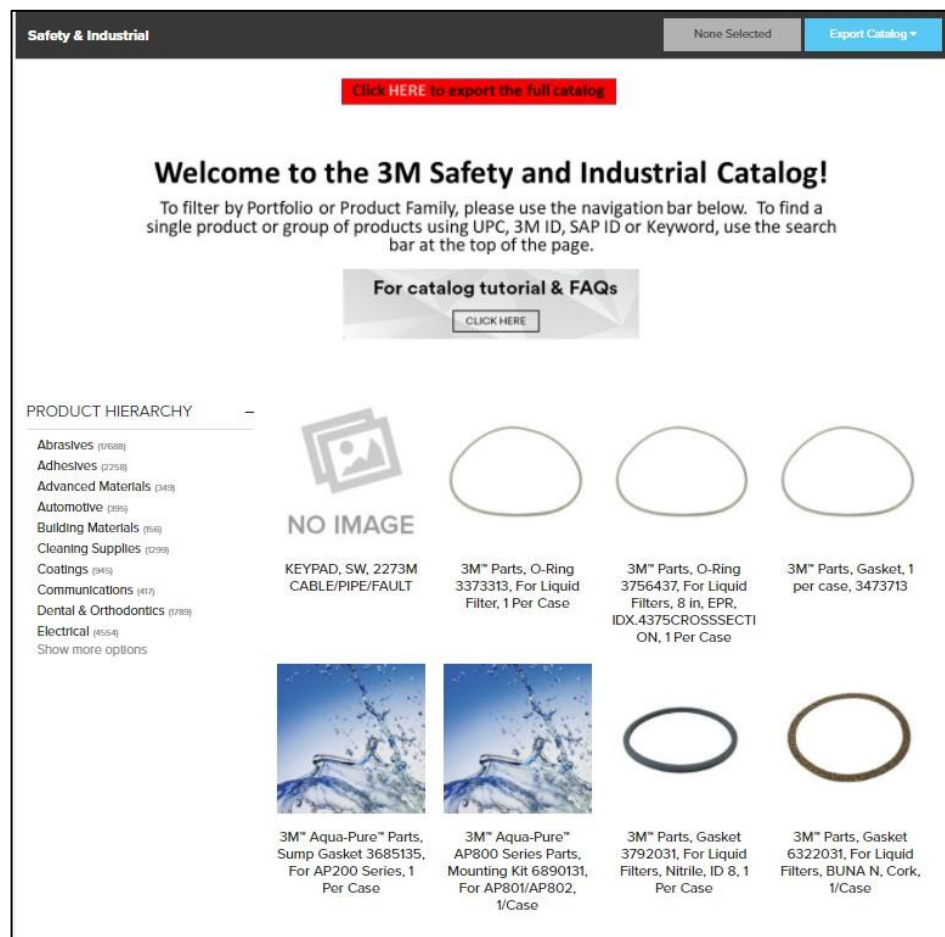




Product Content

Product Content

Safety and Industrial Products Catalog



[Click to Salsify Platform](#)

Within the Salsify Catalog, you can find:

- *Product Photography*
- *Marketplace Formal Name*
- *Short/long description and features/benefits bullets*
- *Additional product content*



Segment Catalogs and Toolkits

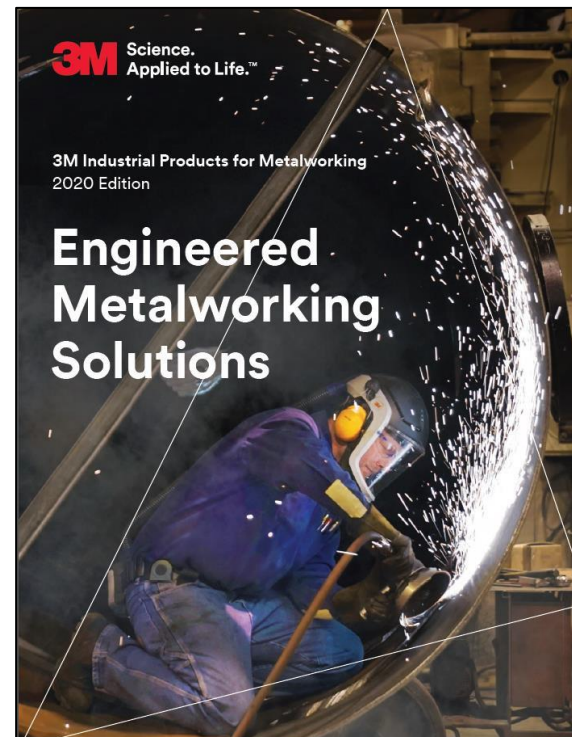
Segment Catalogs

AAD Industrial Solutions



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Metalworking



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MRO – Electrical Essentials



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Toolkits



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Campaigns & Programs

Abrasive Systems

Toolkit



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Abrasive Systems

Toolkits



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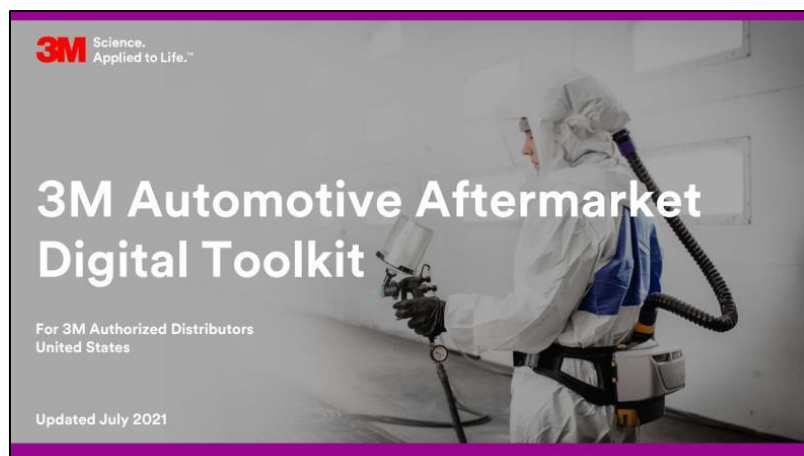


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Automotive Aftermarket Toolkits



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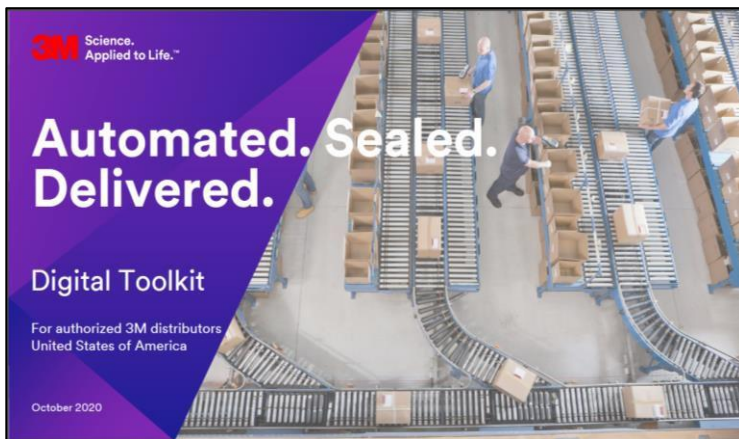
Back to Business

Toolkit



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Closure and Masking Toolkits



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3M-Matic™ is
only available to
select
distributors*

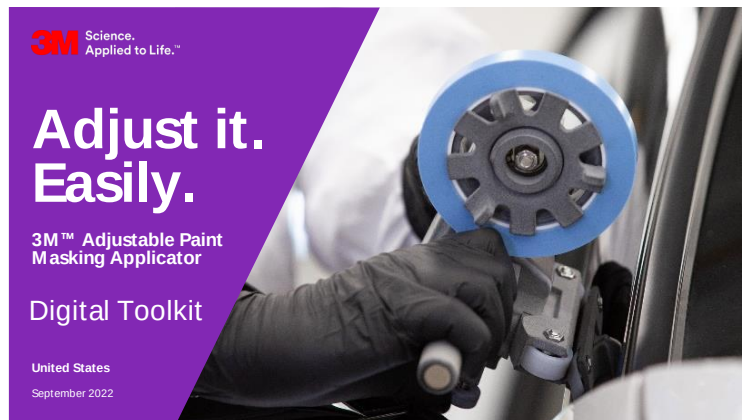
Closure and Masking Toolkits



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Commercial Solutions

Toolkit



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Electrical Markets

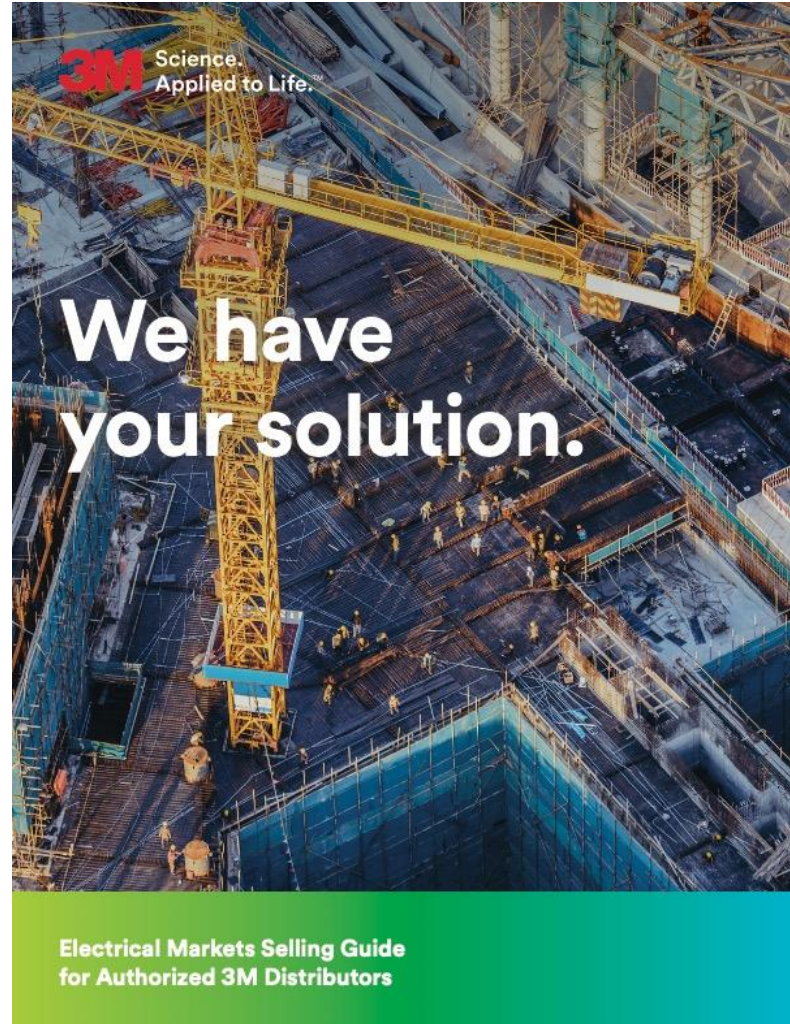
Toolkit



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Electrical Markets

Selling Guide



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Industrial Adhesives & Tapes

Toolkits



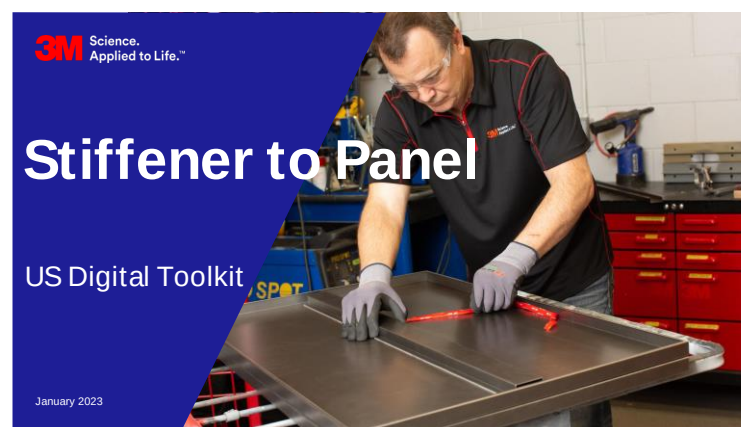
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Industrial Adhesives & Tapes

Toolkits



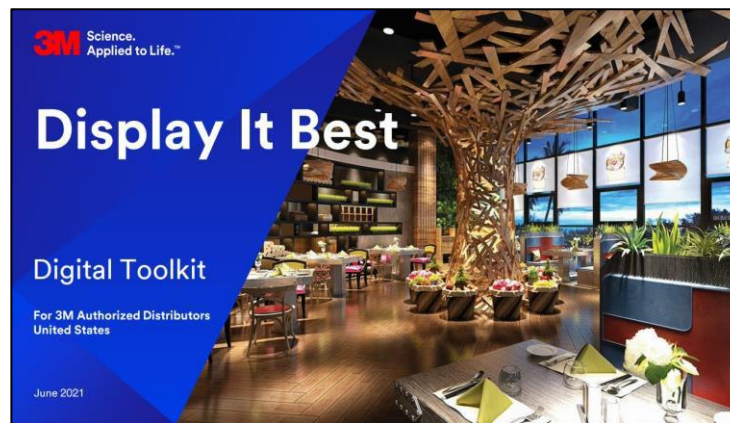
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Industrial Adhesives & Tapes

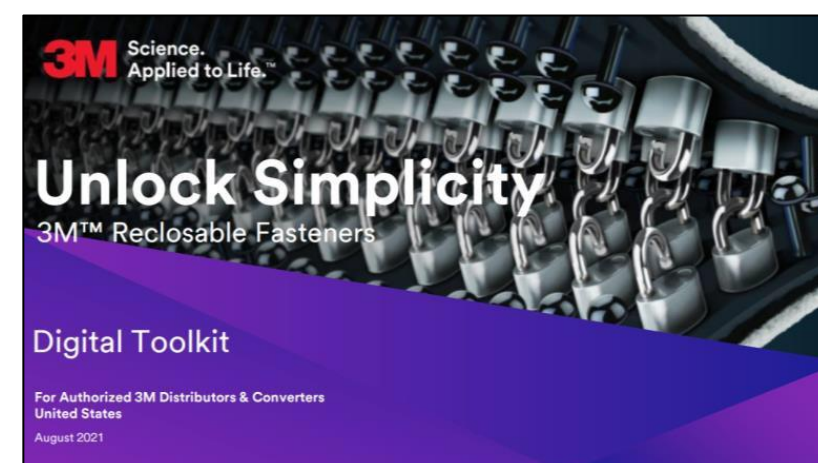
Toolkits



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Industrial Maintenance and Repair Toolkit



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Personal Safety Toolkit



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Includes the following digital toolkits:

- Construction
- Hearing Solutions
- Telecom Utilities
- Safety Roadshow
- Confined Space
- US OSHA Silica
- Leading & Sharp Edges
- Fall Protection for Tools
- Walking Working Surfaces
- Flood Cleanup
- Wildfire Resources
- Hurricane Resources

Also included are product line-specific promotions.

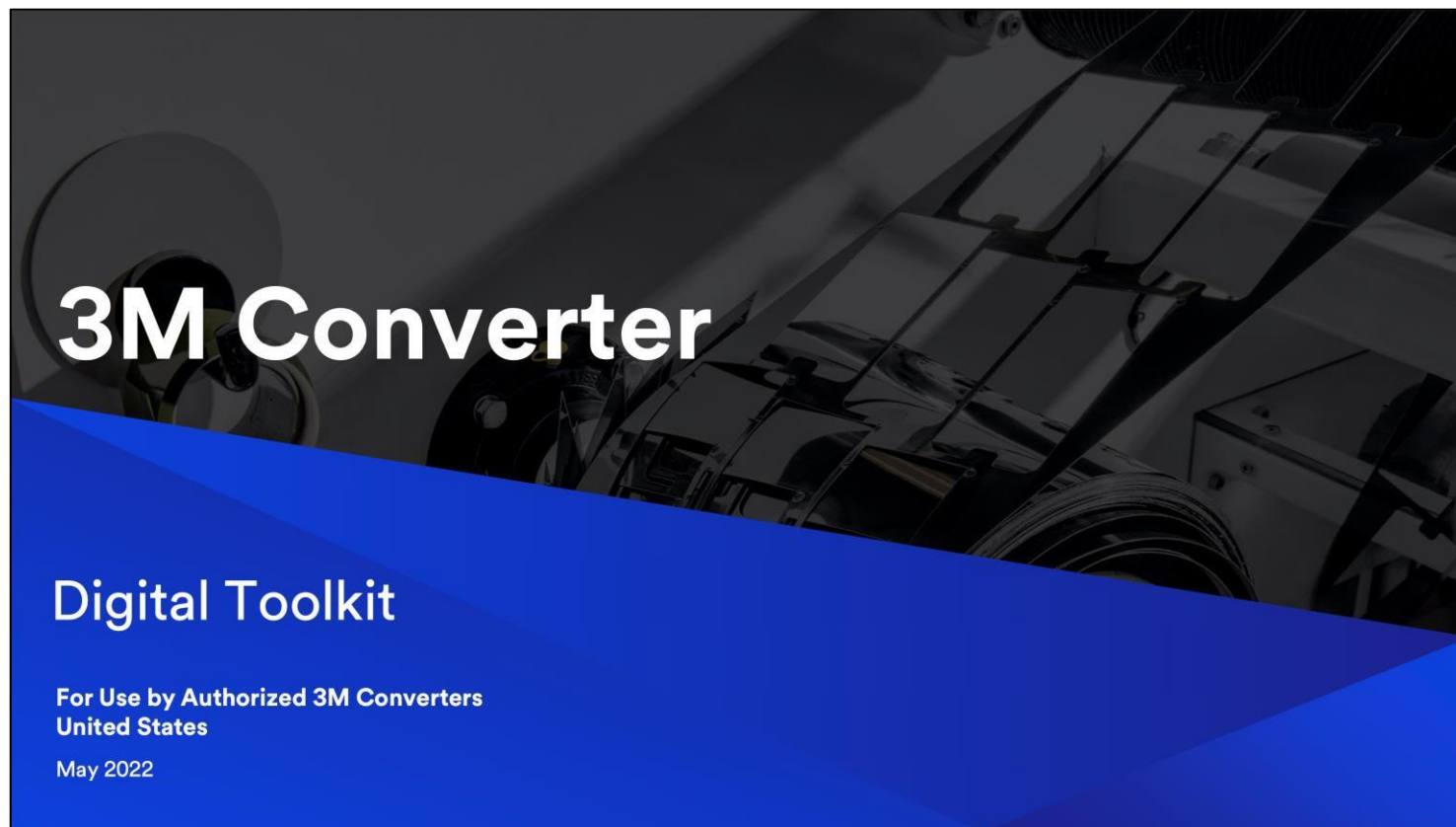
Safety and Industrial Toolkit



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3M Converter

Toolkit



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Product Introductions

Abrasives

Product Introduction Toolkits



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Abrasives

Product Introduction Toolkits



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Abrasives

Product Introduction Toolkits



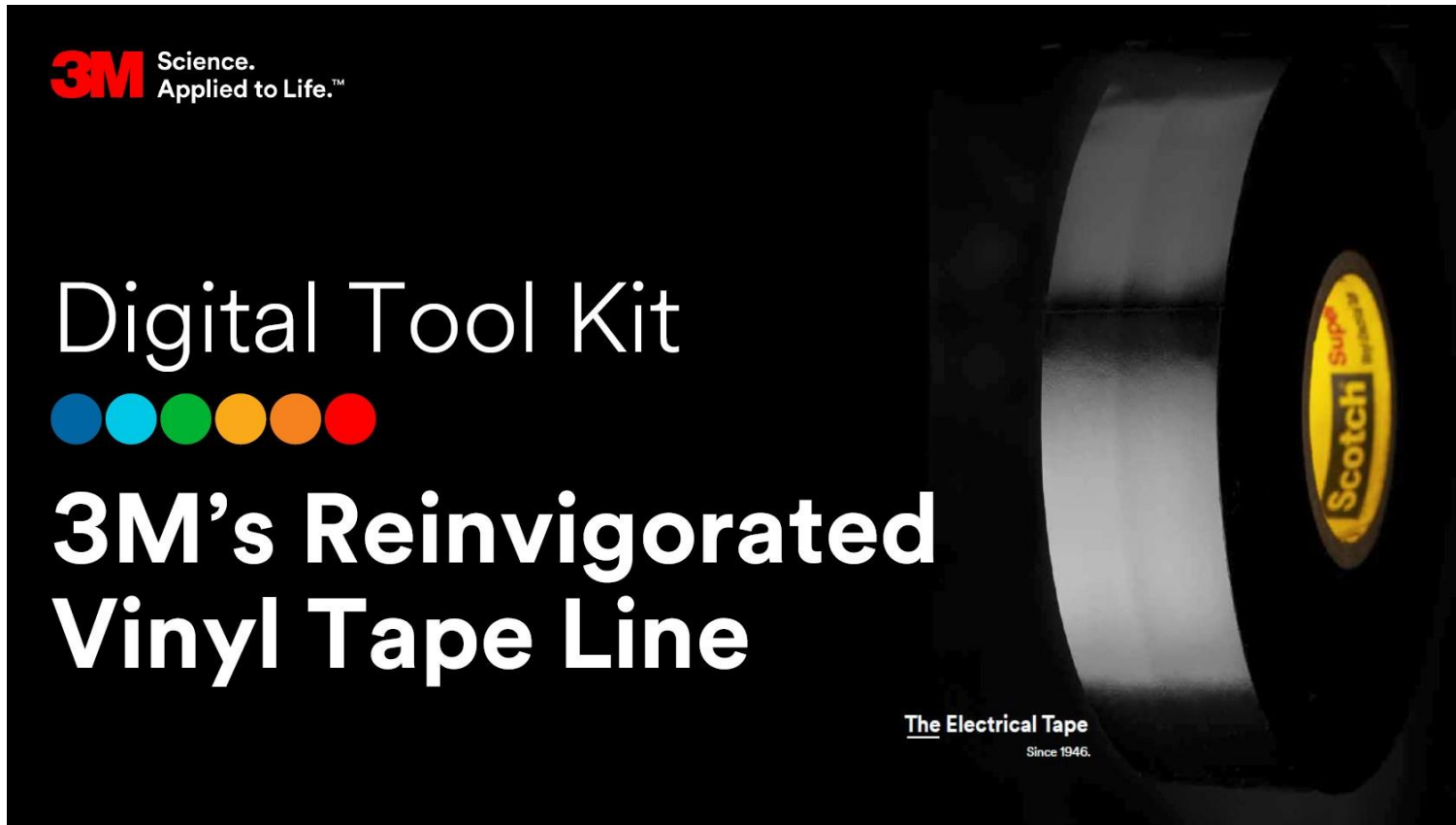
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Electrical Tapes

Product Introduction Toolkit



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Industrial Adhesives & Tapes

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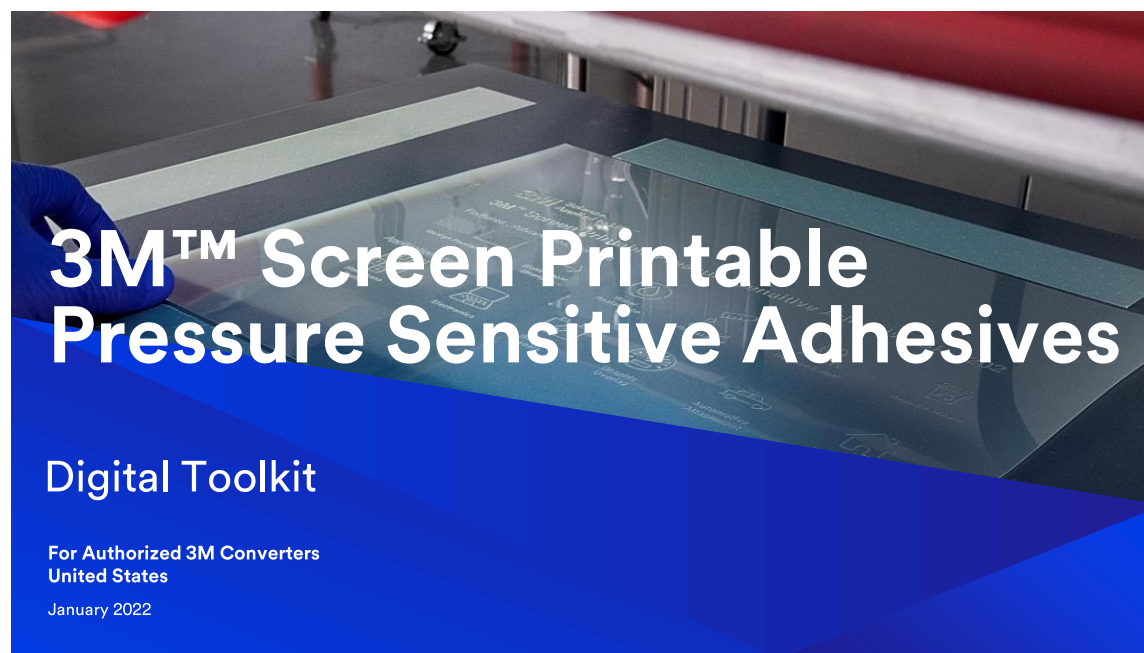
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Industrial Adhesives & Tapes

Product Introduction Toolkit



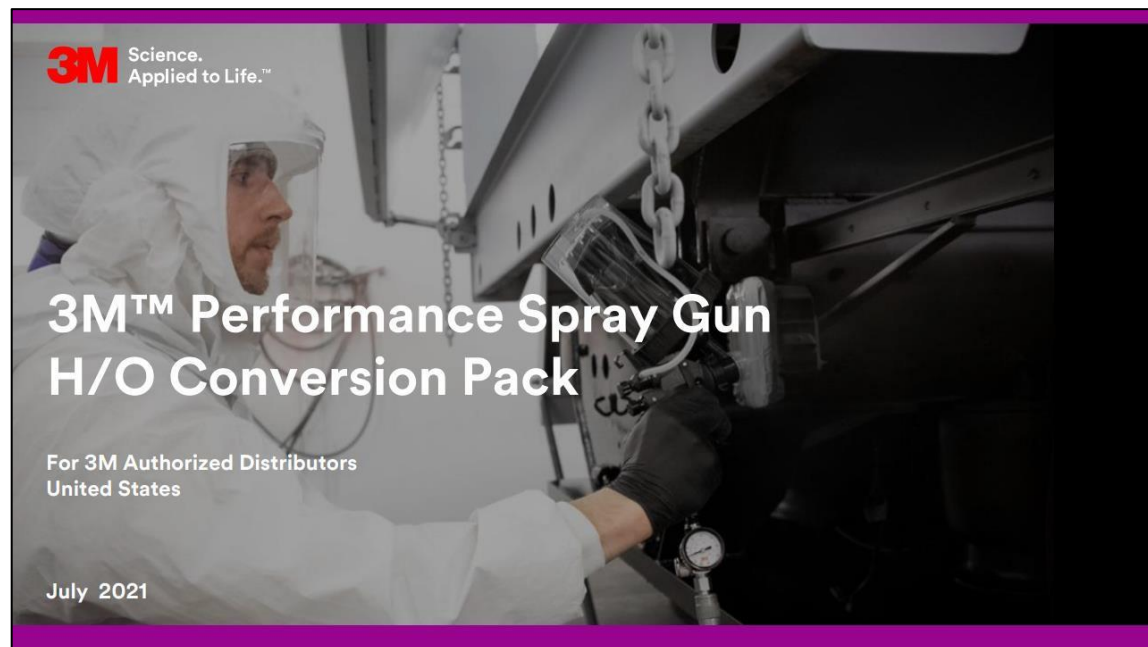
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Painting and Coating

Product Introduction Toolkits



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Personal Safety

Product Introduction Toolkits



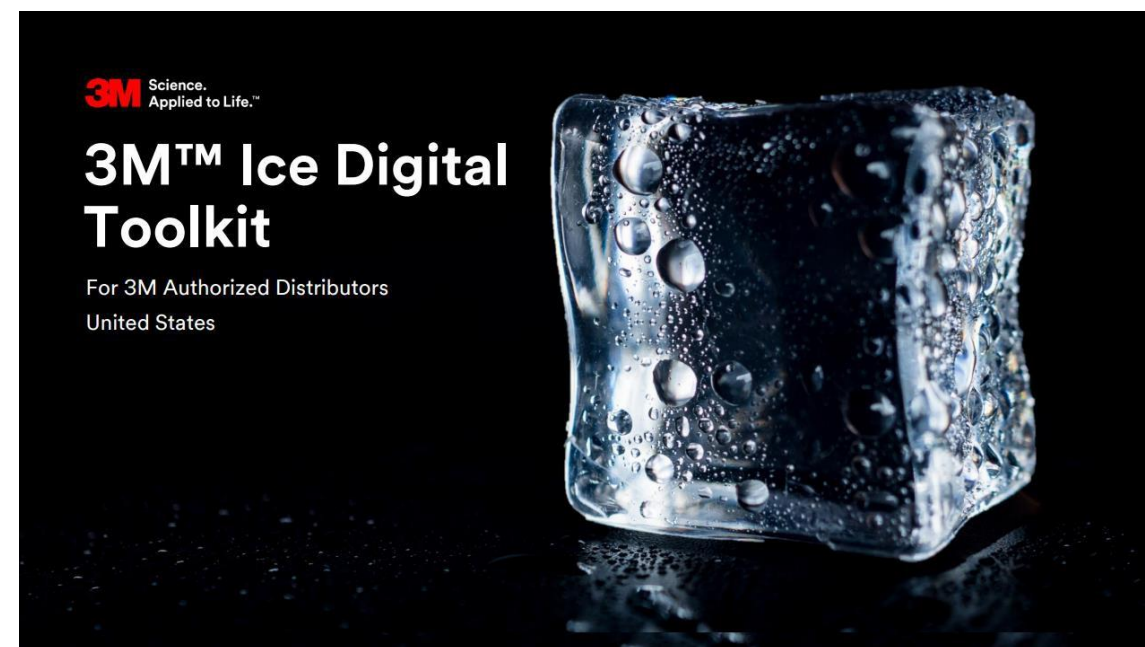
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Separation and Purification Sciences

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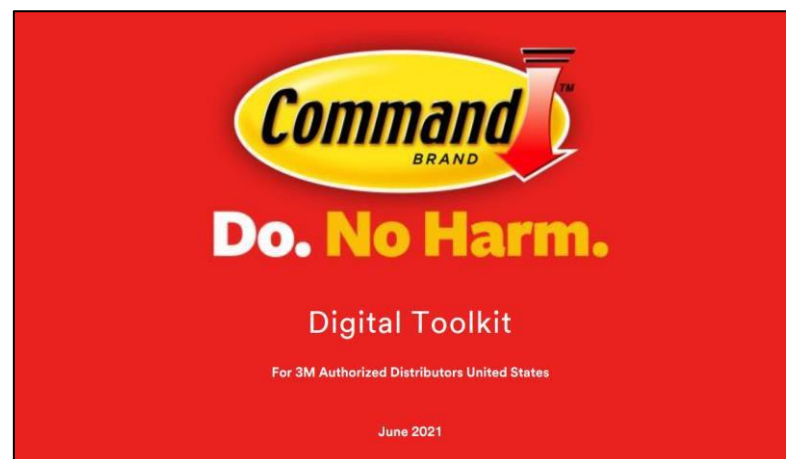
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Consumer Business Group

Product Introduction Toolkits



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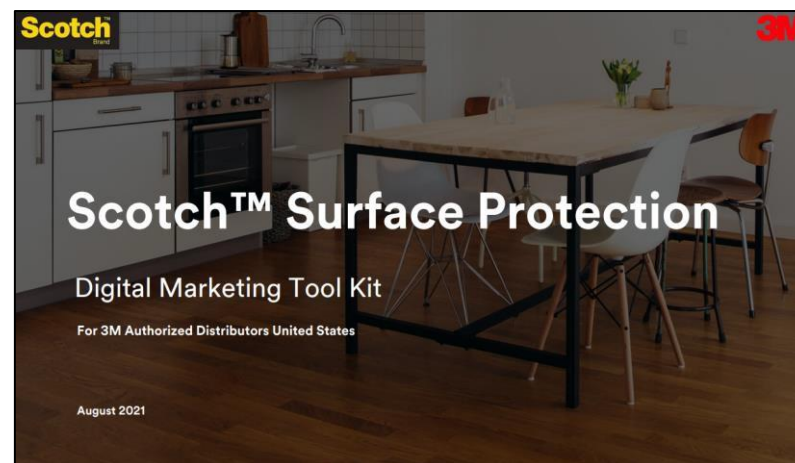
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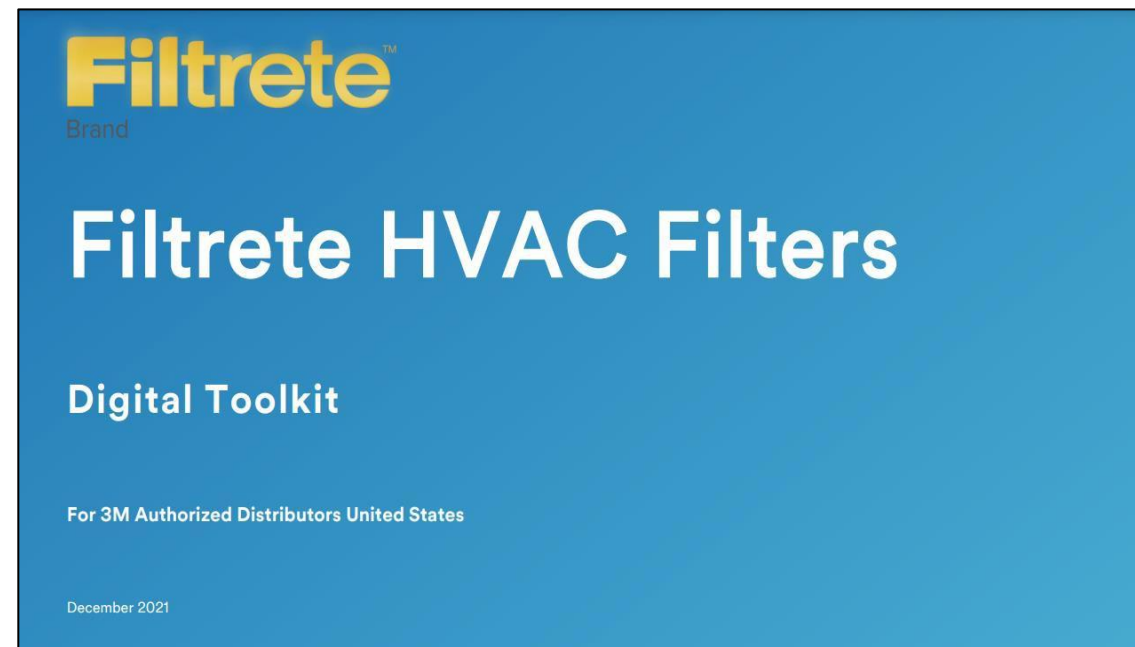
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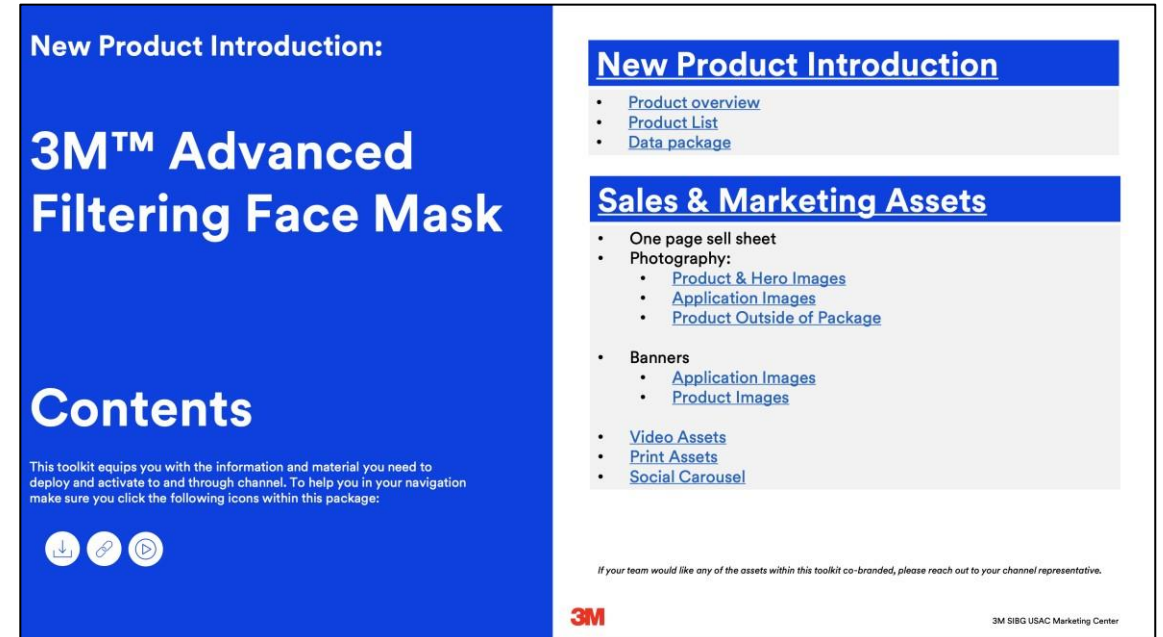
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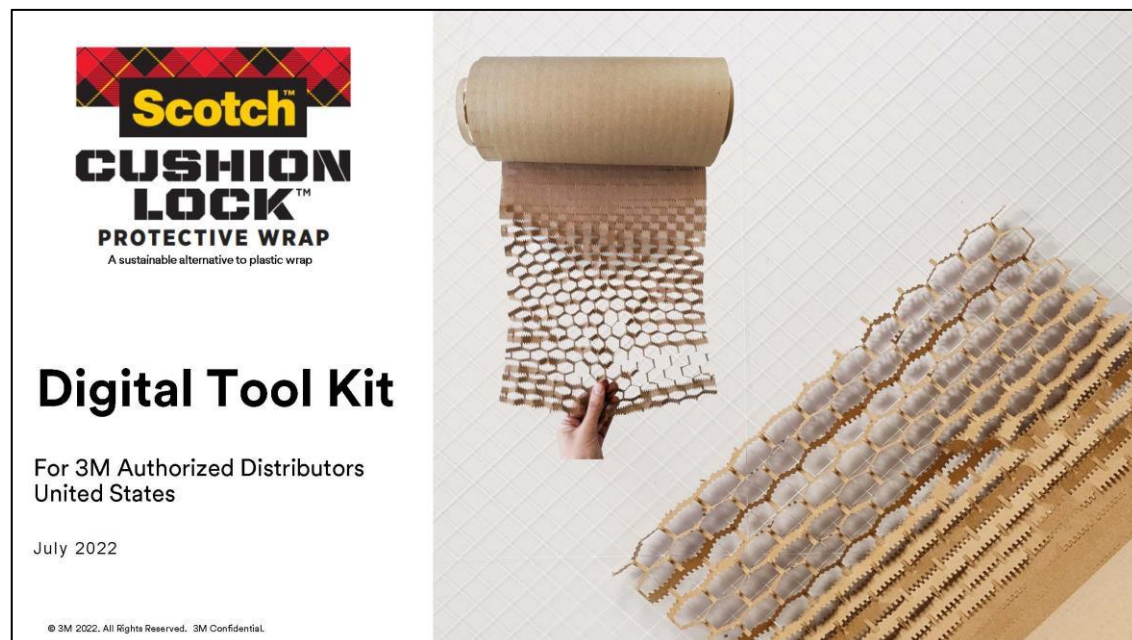
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