

**3M** Science.  
Applied to Life.™

# Scotch-Brite™ Clean & Strip XT Pro Discs

## Digital Toolkit

For 3M Authorized Distributors  
United States

January 2021



# Scotch-Brite™ Brand. Finishing Strong Since 1958.

Scotch-Brite™ Clean and Strip XT Pro Discs and Clean and Strip XT Pro Extra Cut Discs

More speed

More cut

More durability



- ✓ Fast paint, rust and coating removal
- ✓ Choose your cut and finish to prep for welding, paint and adhesives
- ✓ Less loading, less chunking, longer lasting
- ✓ Now available in Type 27 Quick Change discs

## Target applications:

Anywhere coatings like rust and paint are removed from metal!

# Scotch-Brite™ Clean and Strip XT Pro Discs

## Use XT Pro Discs when your customer:

- ✓ Needs to remove coatings without damaging the base metal
- ✓ Needs to remove paint, rust, coatings or light mill scale
- ✓ Needs a low-sparking product

## What makes it different?

Sharp silicon carbide mineral and reengineered web make a durable disc that won't damage the base metal



Scotch-Brite™ Clean and Strip XT Pro Discs are available in a variety of sizes for right angle and Roloc™ attachment systems.

# Scotch-Brite™ Clean and Strip XT Pro Extra Cut Discs



Scotch-Brite™ Clean and Strip XT Pro Extra Cut Discs are available in a variety of sizes for right angle and Roloc™ attachment systems.

**Use XT Pro Extra Cut Discs when your customer:**

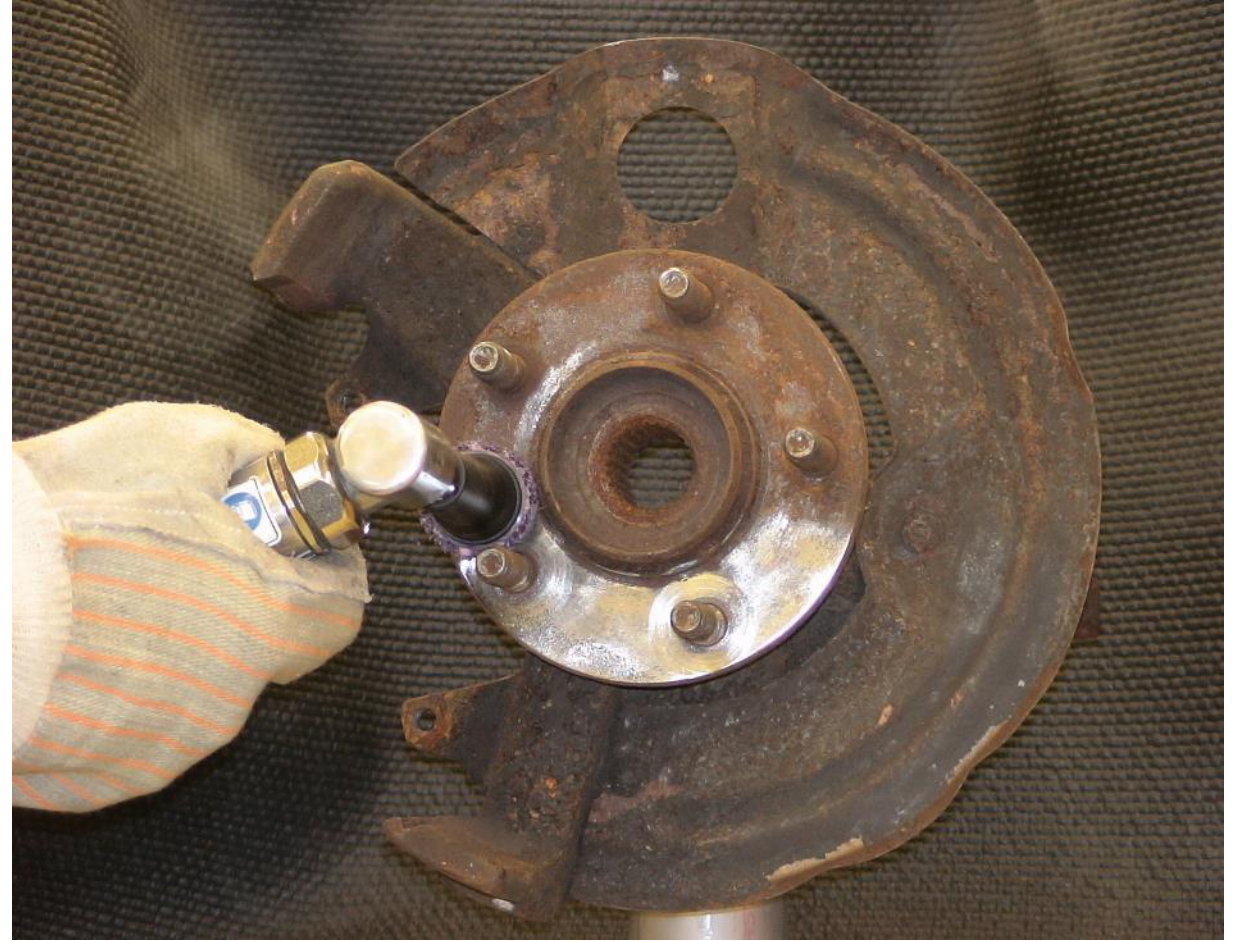
- ✓ Needs to remove coatings and clean surfaces to the bare metal
- ✓ Needs to remove rust and rust pits without creating divots
- ✓ Isn't concerned about some sparking

**What makes it different?**

Hard aluminum oxide mineral and reengineered web make a durable disc that cuts to bare metal quickly

# Scotch-Brite™ Roloc™ Pro Brake Hub Cleaning Disc

- Removes rust and coatings from brake hubs without damaging the metal
- Unique shape designed to fit over brake hub screws
- Starter kits include 5 discs and 1 disc holder



# Contents

This toolkit equips you with the information and material you need to deploy and activate to and through channel. To help you in your navigation make sure you click the following icons within this package:



## Product List

- Data package

## Training and Technical Materials

- Safety and regulatory data sheets
- Training video
- Fact or fiction series videos

## Selling Tools

- Sales guide for distributor sales representatives
- Scotch-Brite™ Clean and Strip Brochure
- Scotch-Brite™ Clean and Strip selection guide
- 3M™ Abrasives for Right-Angle Systems brochure

## Marketing and Advertising Assets

- Product photography
- Application photography
- GIF images
- Web banners
- 'Always on' marketing tools

If your team would like any of the assets within this toolkit co-branded, please reach out to your channel representative.



Learn more about 3M Industrial Abrasives & Finishing Solutions here: [3M.com/abrasives](https://www.3m.com/abrasives)



# Product List

# Product List

## Scotch-Brite™ Clean and Strip product data package

3M ID	SAP ID	Part Number	Marketplace Formal Name	Marketplace Description	Marketplace Description Extended	Marketplace Description Enhanced
7100175474	7100175474	45481	Scotch-Brite™ Clean and Strip XT Pro Disc, XO-DC, SIC Extra Coarse, Purple, 7 in x 5/8"-11, Type 27, 5 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100176126	7100176126	XC-RD	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 4-1/2 in x 5/8"-11, Type 27, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100176127	7100176127	XO-ZR	Scotch-Brite™ Roloc™+ Clean and Strip XT Pro Disc, XO-ZR, SIC Extra Coarse, TR+, Purple, 4 in x 1/2 in, 10 per case, Single Pack	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100173921	7100173921	XB-ZS	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O XCRS, Green, 4 in x 1 in x 1/4 in, 2 Ply Shaft Mount, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175515	7100175515	XC-RD	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 4-1/2 in x 7/8 in, Type 27, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175493	7100175493	21055	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 7 in x 5/8"-11, Type 27, 5 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100173798	7100173798	XA-ZS	Scotch-Brite™ Clean and Strip XT Pro Disc, XO-DC, SIC Extra Coarse, Purple, 4 in x 1 in x 1/4 in, 2 Ply Shaft Mount, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175508	7100175508	XC-RD	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 7 in x 7/8 in, Type 27, 5 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100173795	7100173795	XO-DR	Scotch-Brite™ Roloc™ Clean and Strip XT Pro Disc, XO-DR, SIC Extra Coarse, TR, Purple, 3 in, Die Q300V, 10 per inner, 40 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100176094	7100176094	XO-DR	Scotch-Brite™ Roloc™ Clean and Strip XT Pro Disc, XO-DR, SIC Extra Coarse, TR, Purple, 4 in, Die Q400BB, 10 per inner, 40 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100176095	7100176095	21661	Scotch-Brite™ Clean and Strip XT Pro Disc, XO-DC, SIC Extra Coarse, Purple, 6 in x 1/2 in, 15 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100173796	7100173796	XC-DR	Scotch-Brite™ Roloc™ Clean and Strip XT Pro Extra Cut Disc, XC-DR, A/O Extra Coarse, TR, GRN, 4 in, Die Q400BB, 10/inner, 40/case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175464	7100175464	XO-DN	Scotch-Brite™ Clean and Strip XT Pro Disc, XO-DC, SIC Extra Coarse, TN, Purple, 4-1/2 in x 5/8"-11, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100176093	7100176093	XO-RD	Scotch-Brite™ Clean and Strip XT Pro Disc, XO-DC, SIC Extra Coarse, Purple, 4-1/2 in x 5/8"-11, Type 27, 10 per case, Single Pack	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100177482	7100177482	XO-RD	Scotch-Brite™ Clean and Strip XT Pro Disc, XO-DC, SIC Extra Coarse, Purple, 5 in x 5/8"-11, Type 27, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100177492	7100177492	XC-RD	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 5 in x 5/8"-11, Type 27, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100173797	7100173797	21555	Scotch-Brite™ Roloc™+ Clean and Strip XT Pro Extra Cut Disc, XC-DR+, A/O Extra Coarse, TR+, Green, 4 in x 1/2 in, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175521	7100175521	21538	Scotch-Brite™ Roloc™ Clean and Strip XT Pro Disc, XO-DR, SIC Extra Coarse, TR, Purple, 2 in, Die Q200P, 10 per inner, 60 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100176140	7100176140	21664	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 6 in x 1/2 in, 15 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175522	7100175522	XC-DN	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, CX-DN, A/O Extra Coarse, TN, Green, 7 in x 5/8"-11, 5 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100173800	7100173800	XC-ZS	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, XC-DC, A/O Extra Coarse, Green, 4 in x 1/2 in x 1/4 in, Shaft Mount, 10/case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	
7100175465	7100175465	XC-DN	Scotch-Brite™ Clean and Strip XT Pro Extra Cut Disc, CX-DN, A/O Extra Coarse, TN, Green, 4-1/2 in x 5/8"-11, 10 per case	Scotch-Brite™	<p class="MMI" Scotch-Brite™	



Data package





# Training and Technical Materials

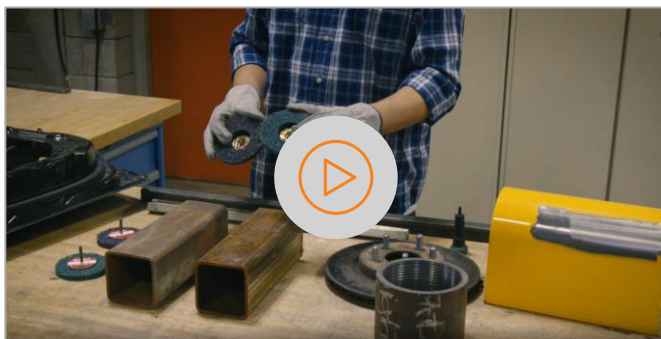
# Training and Technical Materials

## Safety and regulatory data sheets

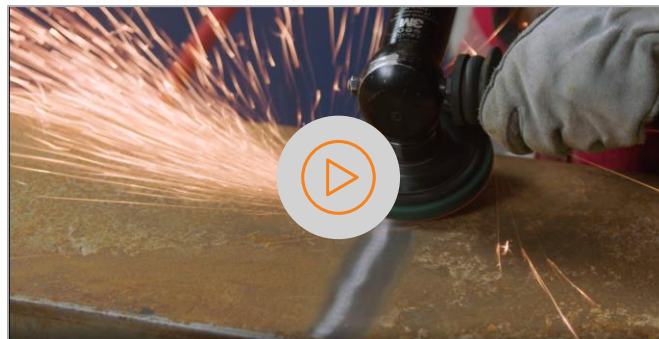
Name of product(s)	Safety data sheet	Regulatory data sheet
3M™ Scotch-Brite™ Products, Clean & Strip XT S-XCRS: Discs, Cleaning Brushes, Brake Hub Cleaning Discs, Type 27 Discs, Hook and Loop	<a href="#">link</a>	<a href="#">link</a>
3M™ Abrasive Products, Clean and Strip XT Pro	<a href="#">link</a>	<a href="#">link</a>
3M™ Abrasive Products, Clean and Strip XT Pro Extra Cut	<a href="#">link</a>	<a href="#">link</a>

# Training and Technical Materials

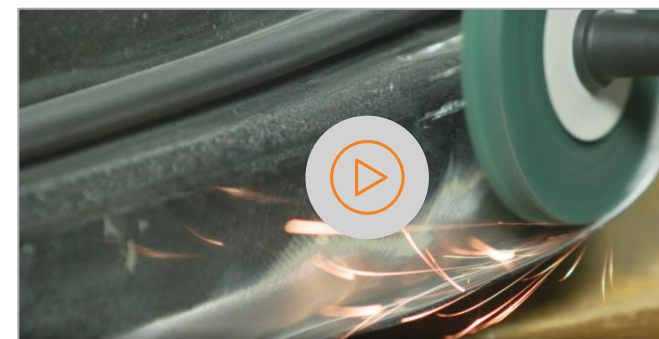
## Scotch-Brite™ Clean and Strip XT Pro and Extra Cut Videos



Scotch-Brite™ Clean & Strip XT Pro and XT Pro Extra Cut Training Video



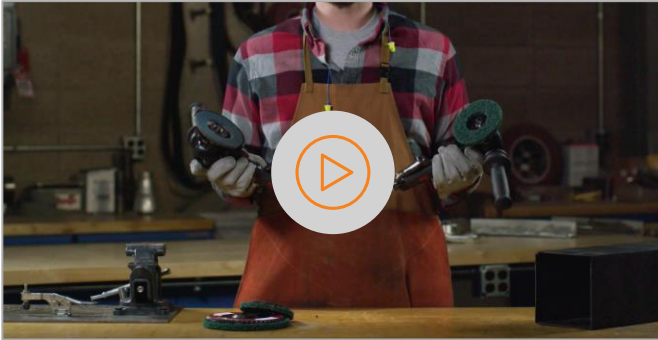
Rust Pit Removal: Scotch-Brite™ Fact or Fiction Series



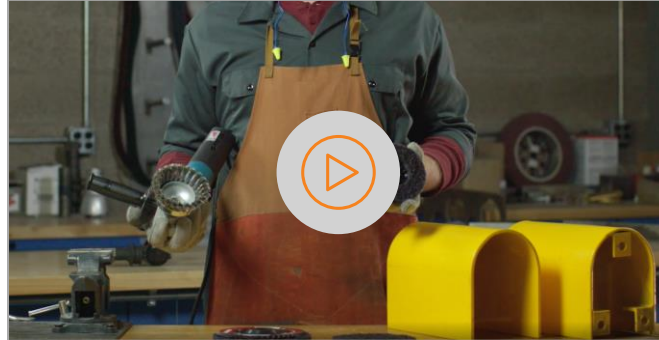
Seam Sealer Removal with a Non-Woven Disc: Scotch-Brite™ Fact or Fiction Series

# Training and Technical Materials

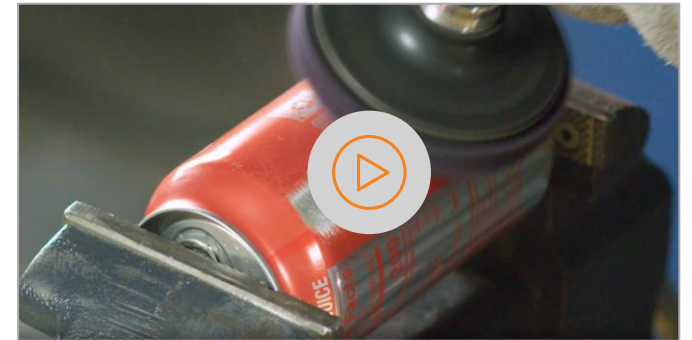
## Scotch-Brite™ Clean and Strip XT Pro and Extra Cut Videos



Metal Prep with a Flap Disc vs. Non-Woven: Scotch-Brite™ Fact or Fiction Series



Paint Removal with a Wire Brush vs. Non-Woven: Scotch-Brite™ Fact or Fiction Series



Rust and Paint Removal from Delicate Metal: Scotch-Brite™ Fact or Fiction Series

# Selling Tools

The background of the slide is a complex, abstract geometric pattern composed of numerous overlapping triangles. The color palette is warm, featuring various shades of orange, from light, pale yellow-orange to deep, rich burnt orange and dark orange. The triangles vary in size and orientation, creating a dynamic and textured visual effect. The overall composition is balanced and modern.

# Selling Tools Literature

**SALES GUIDE FOR DISTRIBUTOR REPS**

**SPEED WITHOUT COMPROMISE.**

Upgrade to the Scotch-Brite™ Clean and Strip XT Pro or XT Pro Extra Cut for rust and coatings removal. With reengineered fiber, Scotch-Brite™ Clean and Strip discs offer increased conformability without undercutting strength. Delivering uncompromising results metalworkers have expected from Scotch-Brite™ Clean and Strip for nearly 40 years with a faster speed rating, convenient quick-change threaded hub and extended life.

<p><b>XT Pro</b></p> <ul style="list-style-type: none"> <li>Rust, paint, light mill scale removal</li> <li>Maintains workpiece shape</li> <li>Low sparking</li> <li>Ideal for surface prep</li> <li>Made with silicon carbide mineral</li> </ul>		<p><b>XT Pro Extra Cut</b></p> <ul style="list-style-type: none"> <li>Heavy rust and rust pit removal without leaving dross</li> <li>Thick paint and coating removal</li> <li>Weld refinement and removing weld discoloration</li> <li>Cuts to bare metal quickly</li> <li>Ideal for adhesion prep</li> <li>Made with aluminum oxide mineral</li> </ul>
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**BOTH**

- Rapid coating removal and surface prep
- Decreased chunking — extended life
- Highly conformable
- High speed rating
- Quick-change, spin-on thread

APPLICATIONS	TARGET MARKETS	COMPETITION
<ul style="list-style-type: none"> <li>A great complement to the right angle portfolio, for surface prep and surface conditioning</li> <li>Paint removal</li> <li>Scale removal</li> <li>Corrosion removal</li> <li>Weld burn removal</li> <li>Cleaning</li> <li>Light surface modification</li> <li>Weld polishing</li> <li>Surface prep</li> </ul>	<ul style="list-style-type: none"> <li>Fabricated structural metal: Ship and rail, oil and gas, architectural and structural steel</li> <li>Machinery and equipment: Agricultural and mining, industrial, food processing and appliance</li> <li>General metalworking: Boiler, tank and vessel, shipping container, machine shops, industrial equipment, automotive aftermarket</li> </ul>	<ul style="list-style-type: none"> <li>Norton Blaze</li> <li>Norton Rapid Strip</li> <li>BiBelle</li> <li>Kingsper</li> <li>SAI</li> <li>Indirect competition: flap discs</li> <li>Wire brush</li> </ul>

**A NEW SPIN ON SCOTCH-BRITE™ CLEAN AND STRIP**

INTRODUCING Scotch-Brite™ Clean and Strip XT Pro & XT Pro Extra Cut

**SPEED WITHOUT COMPROMISE.**

Upgrade to the Scotch-Brite™ Clean and Strip XT Pro or XT Pro Extra Cut for rust and coatings removal. Delivering uncompromising results metalworkers have expected from Scotch-Brite™ Clean and Strip for nearly 40 years with a faster speed rating, convenient quick-change threaded hub and extended life.

**SCOTCH-BRITE™ CLEAN & STRIP SELECTION GUIDE.**

**CHOOSE THE RIGHT DISC FOR THE JOB.**

**MORE AGGRESSIVE**

- Clean & Strip XT Pro Extra Cut

  - Heavy rust and rust pits
  - Thick paint and coatings
  - Weld discoloration and splatter
- Clean & Strip XT Pro

  - Mill scale
  - Paint and coatings
  - Light rust
- The original Clean & Strip

**3M Science. Applied to Life.™**

**The right choice.**

3M™ Abrasives for Right-Angle Systems

Cut, grind, finish and more... with a world-class abrasive system that helps you work smarter, finish faster!

FEATURING **Advanced Series**

Designed for value-priced performance!

Sales Guide for Distributor Reps

Scotch-Brite™ Clean and Strip Brochure

Scotch-Brite™ Clean and Strip Selection Guide

3M™ Abrasives for Right-Angle Systems Brochure

# Marketing and Advertising Assets

# Marketing and Advertising Assets

Product-specific photography



[View Scotch-Brite™ Clean and Strip XT Pro and Extra Cut Product Photography Collection](#)



# Marketing and Advertising Assets

## Application-specific photography



[View Scotch-Brite™ Clean and Strip XT Pro and Extra Cut Application Photography Collection](#)



# Marketing and Advertising Assets

## GIF Images



Divot-free rust pit removal

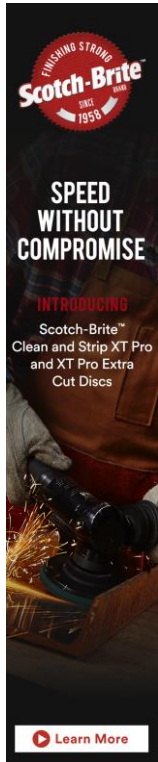


Clean and Strip XT Pro versus Wire Brush

# Marketing and Advertising Assets

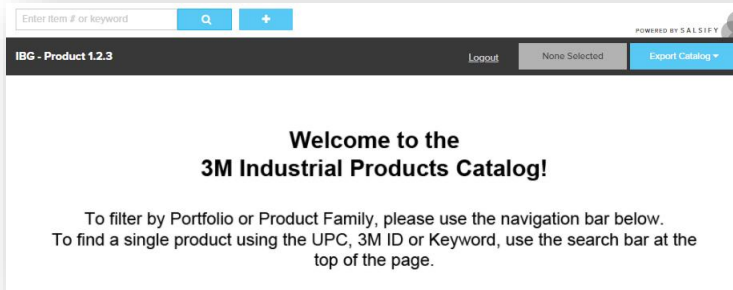
## Web banners

Web banners for use on authorized 3M distributor sites:



[View collection](#)

# 'Always On' Channel Marketing Initiatives



## 3M Salsify Platform:

Third party platform where Channel Partners can access and pull product content for their website or marketing campaigns.

[Access Platform](#)



### What is 3M Channel Partner Connection?

3M Channel Partner Connection is a Unified Channel Management (UCM) platform powered by Zifit. 3M Channel Partner Connection builds a direct link between 3M and its authorized Safety and Industrial Channel partners by delivering externally facing, ready-to-go marketing campaigns, product content, and sales enablement tools.



#### Sales & Marketing Resources

- Content Library
- Asset Library (Co-Brandable Assets)



#### Marketing Campaigns

- Dynamic & Integrated Marketing Campaigns



#### Sales Enablement Tools

- Leads to Channel from 3M - Coming Soon

### What content is currently available in 3M CPC?

Sales resources, marketing resources, and integrated marketing campaigns are regularly added into 3M CPC as they are launched. A list of campaigns that are currently loaded into 3M CPC can be found on the next page. A number of standalone assets are downloadable via the Content Library, and when applicable, can be co-branded via the Asset Library. A list of assets in the Content and Asset Libraries is found following the list of campaigns.

**Important note:** assets are frequently updated in 3M CPC, so the attached list may not be exhaustive. If you have any additional questions about what is currently available in 3M CPC, please reach out to [3MCPC@mm.com](mailto:3MCPC@mm.com).

## 3M Channel Partner Connection:

Third party platform where Channel Partners can co-brand literature or run an integrated digital marketing campaign.

[Access Flyer and Sign Up](#)



## Safety & Industrial Marketing Toolkit:

Interactive PDF of all the current marketing campaigns and programs that channel partners can utilize for sales enablement and marketing.

[Access Toolkit](#)

*For use on authorized distributor sites only.*

# Thank you