

3M™ DI-NOC™ Architectural Finishes 2021 New Design Launch!

3M Solution

3M™ DI-NOC™ Architectural Finishes bring you the beauty of hundreds of natural elements with the additional new designs, Premium Wood, Artisanal, and Metallic Palette, to inspire your masterpiece. We use advancements in science so you can capture the world's natural beauty without sacrificing a forest or your creative ideals. You can create a stunning new space quickly, easily, and sustainably or breathe new life into an existing space almost overnight. The non-porous surface of DI-NOC™ Architectural Finishes is not just beautiful but easy to clean and disinfect. There are no boundaries. No limits. Only your imagination. Create your masterpiece.

Key Features

Premium Wood (15 skus)

Key Message: Realer than Real

The new Premium Wood Series expresses the realistic texture and feel of natural wood. The controlled reflection on the matte coating technology is combined with both fine and deep wood grain embossing and high-quality printing. This unique technology creates the optimum tone and texture of each species of wood.

**This is a brand-new 3M proprietary technology to capture the real look and feel of wood*

Artisan (24 skus)

Key Message: Perfectly Imperfect

This series contains plastered stucco, mortar, terra cotta, oxidized copper plates, and metal weave textiles with beautiful light reflection. These industrial material designs are primitive and hand-crafted to show a rich irregular texture that are sophisticated yet nostalgic and warm. These products eliminate the practical constraints from the use of natural materials such as the cost of skilled craftsmen, the unstable surface texture, and difficulty of maintenance.

Metallic Palette (25 skus)

Key Message: Easy to Coordinate

The metallic palette system offers a variety of metal textures and metallic colors to create the perfect finish for your design. Available in matte, semi-matte, hairline, oxidized, and random hairline textures and a range of colors including 4 silver tones and champagne gold.

Others (12 skus)

Many conventional architectural materials have limitations such as fire regulations, difficult cleaning and maintenance, heavy weight, and other constraints. This series reproduces traditional construction materials on a thin, conformable, and durable film to broaden the scope of styling and allow for more creative freedom. Available in a variety of designs such as felt, chipboard, brick, stone and abrasion resistant metal.

DI-NOC Glass Finishes (4 skus)

Expansion of DI-NOC Glass Finishes adding the designs that had many requests from the customers.

Solid color matte (20 skus)

Improved scratch-resistance to make the installation easier. Replace current PS-MT except PS-1870MT.



Target Customer Problems We Can Solve

Create cool design

- Latest design trend
- Wide variety
- Conformable films
- Superior surface

Add value to the facilities

- Over 50 years of expertise
- Easy to maintain
- Various functionality
- Compliant with standards
- Easy to clean and disinfect

Easier site management

- On various surfaces
- Reuse existing surfaces
- Self adhesive
- Faster installation

Resources

- Sample Book (PDF + Print Versions)
- Interactive Sample Book
- A4 Product Samples
- Sales Presentation (internal, channel, customer)
- Product Flyer
- Giveaway Novelty Item
- Web Landing Page
- Product Swatch Images
- Base/SKU Product
- Voicestorm Content
- Email Content
- Promotional Video
- Press Release

Value Propositions

Target Markets	<ul style="list-style-type: none"> • Hospitality • QSR & Cafe • Other Commercial Facilities 	<ul style="list-style-type: none"> • Retail • Office
Audiences	<ul style="list-style-type: none"> • Architects/Interior Designers • Property Managers • Installer Network 	<ul style="list-style-type: none"> • Facility Managers
3M Strengths	<ul style="list-style-type: none"> • High quality that proven for more than 50 years in the industry • Realistic and forefront designs made by 3M technologies and trend survey • Industry leading testing methods and warranties • Worldwide installer network 	
Competition	<ul style="list-style-type: none"> • LG, Sangetsu, Belbien, Coverstyl and other direct competitors • Natural materials (wood, stone, metal, etc.) 	<ul style="list-style-type: none"> • Matte paint • Traditional finishing made by skilled craftsmen • Bullets

Sales Guide for 3M Sales Team

New Designs

Premium Wood

- +15 New Designs**
- Wood Series x 15



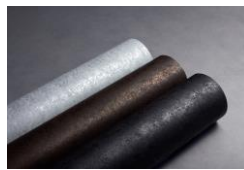
Artisanal Series

- +24 New Designs**
- Concrete, Mortar, Plaster x 8
- Ceramic, Terracotta x 4
- Stucco x 4
- Plaster over Metal x 2
- Oxidized Metals x 3
- Metallic Textile x 3

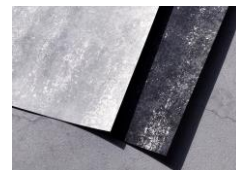
Mortar/plaster



Oxidized Metal



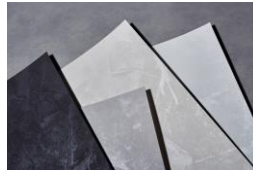
Plaster over Metal



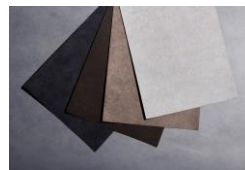
Stone



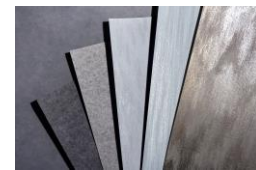
Stucco



Terracotta

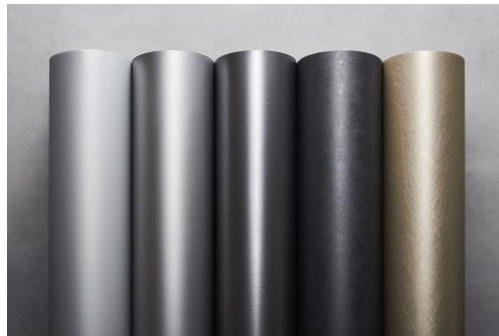


Textile



Metallic Palette Series

- +25 New Designs**
- Finish x 5
 - Matte
 - Semi-matte
 - Hairline
 - Oxidized
 - Random Line
- Color x 5
 - Light Gray
 - Neutral Gray
 - Middle Gray
 - Dark Gray
 - Champagne Gold



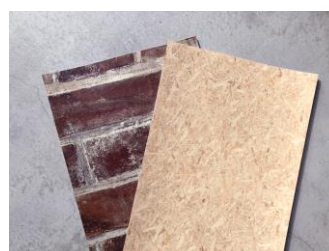
Range of colors



Range of Finishes & Color

Other

- +12 New Designs**
- Felt x 2
- Chipboard
- Brick
- Stone x 2
- PA-180AR
- DG series X 4
- PS-3870MT



Sales Guide for 3M Sales Team

New SKUs

Legacy Stock Number	SAP Stock Number	Description	Note
JR421014937	7100252335	D/N AE-2149 1220X50	
JR421014945	7100252336	D/N AE-2150 1220X50	
JR421014952	7100252286	D/N AE-2151 1220X50	
JR421014960	7100252329	D/N AE-2152MT 1220X50	
JR421014978	7100252338	D/N AE-2153MT 1220X50	
JR421014986	7100252320	D/N AE-2154 1220X50	
JR421014994	7100252341	D/N AE-2155 1220X50	
JR421015009	7100252292	D/N AE-2156 1220X50	
JR421015017	7100252259	D/N AE-2157 1220X50	
JR421015025	7100252258	D/N AE-2158 1220X50	
JR421015033	7100252285	D/N AE-2159 1220X50	
JR421015041	7100252334	D/N AE-2160 1220X50	
JR421015058	7100252339	D/N AE-2161 1220X50	
JR421015066	7100252257	D/N AE-2162MT 1220X50	
JR421015074	7100252293	D/N AE-2163MT 1220X50	
JR421015082	7100252291	D/N AE-2164MT 1220X50	
JR421015090	7100252337	D/N AE-2165MT 1220X50	
JR421015108	7100252284	D/N AE-2167MT 1220X50	
JR421015116	7100252340	D/N AE-2168 1220X50	
JR421015124	7100252325	D/N FA-2169 1220X50	
JR421015421	7100252267	D/N ME-1434DG 1220X25	
JR421015132	7100252355	D/N ME-2172 1220X50	
JR421015140	7100252358	D/N ME-2173 1220X50	
JR421015157	7100252416	D/N ME-2174 1220X50	
JR421014689	7100252299	D/N ME-2251MT 1220X50	
JR421014697	7100252347	D/N ME-2252MT 1220X50	
JR421014705	7100252322	D/N ME-2253MT 1220X50	
JR421014713	7100252342	D/N ME-2254MT 1220X50	
JR421014721	7100252321	D/N ME-2255MT 1220X50	
JR421014739	7100252343	D/N ME-2261 1220X50	
JR421014747	7100252331	D/N ME-2262 1220X50	
JR421014754	7100252294	D/N ME-2263 1220X50	
JR421014762	7100252345	D/N ME-2264 1220X50	
JR421014770	7100252354	D/N ME-2265 1220X50	
JR421014788	7100252323	D/N ME-2271 1220X50	
JR421014796	7100252344	D/N ME-2272 1220X50	
JR421014804	7100252346	D/N ME-2273 1220X50	
JR421014812	7100252330	D/N ME-2274 1220X50	
JR421014820	7100252332	D/N ME-2275 1220X50	
JR421014838	7100252357	D/N ME-2281AR 1220X25	
JR421014846	7100252301	D/N ME-2282AR 1220X25	
JR421014853	7100252351	D/N ME-2283AR 1220MMX25M	
JR421014861	7100252361	D/N ME-2284AR 1220MMX25M	
JR421014879	7100252352	D/N ME-2285AR 1220MMX25M	
JR421014887	7100252353	D/N ME-2291AR 1220MMX25M	
JR421014895	7100252313	D/N ME-2292AR 1220MMX25M	
JR421014903	7100252350	D/N ME-2293AR 1220MMX25M	
JR421014911	7100252302	D/N ME-2294AR 1220MMX25M	
JR421014929	7100252356	D/N ME-2295AR 1220MMX25M	

Legacy Stock Number	SAP Stock Number	Description	Note
JR421015439	7100252268	D/N MW-1419DG 1220X25	
JR421015165	7100252327	D/N NU-2175MT 1220X50	
JR421015173	7100252328	D/N NU-2176MT 1220X50	
JR421015181	7100252319	D/N NU-2177 1220X50	
JR421015199	7100252318	D/N NU-2178 1220X50	
JR421015207	7100252290	D/N NU-2179 1220X50	
JR421015298	7100252261	D/N PA-180AR 1220X25	
JR421015413	7100252269	D/N PA-180DG 1220X25	
JR421015991	7100252253	D/N PS-3091MT 1220X50	Replace of PS-2091MT
JR421016007	7100252296	D/N PS-3092MT 1220X50	Replace of PS-2092MT
JR421016015	7100252283	D/N PS-3093MT 1220X50	Replace of PS-2093MT
JR421016023	7100252272	D/N PS-3094MT 1220X50	Replace of PS-2094MT
JR421016031	7100252314	D/N PS-3095MT 1220X50	Replace of PS-2095MT
JR421016049	7100252288	D/N PS-3096MT 1220X50	Replace of PS-2096MT
JR421016056	7100252271	D/N PS-3097MT 1220X50	Replace of PS-2097MT
JR421016064	7100252270	D/N PS-3098MT 1220X50	Replace of PS-2098MT
JR421016072	7100252295	D/N PS-3099MT 1220X50	Replace of PS-2099MT
JR421016080	7100252262	D/N PS-3100MT 1220X50	Replace of PS-2100MT
JR421016098	7100252287	D/N PS-3101MT 1220X50	Replace of PS-2101MT
JR421015918	7100252317	D/N PS-3863MT 1220X50	Replace of PS-1863MT
JR421015926	7100252289	D/N PS-3864MT 1220X50	Replace of PS-1864MT
JR421015934	7100252264	D/N PS-3865MT 1220X50	Replace of PS-1865MT
JR421015942	7100252415	D/N PS-3866MT 1220X50	Replace of PS-1866MT
JR421015959	7100252263	D/N PS-3867MT 1220X50	Replace of PS-1867MT
JR421015967	7100252316	D/N PS-3869MT 1220X50	Replace of PS-1869MT
JR421015504	7100252298	D/N PS-3870MT 1220X50	
JR421015975	7100252297	D/N PS-3904MT 1220X50	Replace of PS-1904MT
JR421015983	7100252315	D/N PS-3989MT 1220X50	Replace of PS-1989MT
JR421014531	7100252256	D/N PW-2305MT 1220X50	
JR421014549	7100252349	D/N PW-2306MT 1220X50	
JR421014556	7100252363	D/N PW-2307MT 1220X50	
JR421014564	7100252348	D/N PW-2308MT 1220X50	
JR421014572	7100252300	D/N PW-2309MT 1220X50	
JR421014580	7100252364	D/N PW-2310MT 1220X50	
JR421014598	7100252360	D/N PW-2311MT 1220X50	
JR421014606	7100252365	D/N PW-2312MT 1220X50	
JR421014614	7100252333	D/N PW-2313MT 1220X50	
JR421014622	7100252255	D/N PW-2314MT 1220X50	
JR421014630	7100252362	D/N PW-2315MT 1220X50	
JR421014648	7100252326	D/N PW-2316MT 1220X50	
JR421014655	7100252254	D/N PW-2317MT 1220X50	
JR421014663	7100252359	D/N PW-2318MT 1220X50	
JR421014671	7100252260	D/N PW-2319MT 1220X50	
JR421015447	7100252324	D/N RT-1827DG 1220X25	
JR421015215	7100252265	D/N ST-2170MT 1220X50	
JR421015223	7100252266	D/N ST-2171MT 1220X50	

Sales Guide for 3M Sales Team

Discontinued SKUs

As a reminder, we are also discontinuing the following SKUs.

Short Name	Legacy SKU	SAP SKU	Short Name	Legacy SKU	SAP SKU	Short Name	Legacy SKU	SAP SKU	Notes
FE-1728	JR421002387	7100088920	AE-1644	JR420092579	7100032690	NU-1601	JR420092223	7100027291	
FE-1732	JR421002429	7100088904	AM-1697	JR421001223	7100088954	NU-1602	JR420092231	7100027251	
FE-1733	JR421001512	7100089013	AM-1702	JR421001272	7100088963	NU-1603	JR420092249	7100027292	
FW-1268	JR420090011	7100030305	AM-1721	JR421001462	7100089008	NU-1788	JR421001876	7100088979	
FW-1270	JR420090037	7100030157	BW-1313	JR420091381	7100029847	NU-1796	JR421001918	7100088993	
FW-1274	JR420090078	7100025748	CH-2119	JR421011115	7100154827	NU-1797	JR421001926	7100088994	
FW-1292	JR420090342	7100089013	DW-1892MT	JR421009119	7100154755	NU-2016	JR421010323	7100154810	
FW-1300	JR420090284	7100026745	DW-1895MT	JR421009143	7100154757	PA-179	JR420048548	7000007905	
FW-1682	JR421001074	7100088929	ET-1774	JR421002452	7100088907	PG-193	JR420048852	7100196636	
FW-1747	JR421001652	7100089047	ET-1776	JR421002478	7100088909	PS-1863MT	JR421008822	7100154740	Replace to PS-3863MT
FW-1748	JR421001595	7100089026	FA-1094	JR420085714	7000091241	PS-1864MT	JR421008830	7100154741	Replace to PS-3864MT
FW-1749	JR421001546	7100089016	FA-1095	JR420085722	7000091242	PS-1865MT	JR421008848	7100154742	Replace to PS-3865MT
FW-1756	JR421001694	7100089051	FE-1727	JR421002379	7100088919	PS-1866MT	JR421008855	7100154743	Replace to PS-3866MT
FW-1759	JR421001579	7100089022	SI-1611	JR420092199	7100027237	PS-1867MT	JR421008863	7100154744	Replace to PS-3867MT
FW-1760	JR421001702	7100089052	SI-1612	JR420092207	7100027250	PS-1869MT	JR421008889	7100154745	Replace to PS-3869MT
FW-1764	JR421001660	7100089048	SI-1687	JR421001124	7100088934	PS-1904MT	JR421009234	7100154765	Replace to PS-3904MT
FW-1768	JR421001744	7100088946	TE-1690	JR421001157	7100088937	PS-1989MT	JR421010083	7100154907	Replace to PS-3989MT
FW-1769	JR421001736	7100088945	TE-1715	JR421001405	7100088992	PS-2091MT	JR421013004	7100232129	Replace to PS-3091MT
FW-1811	JR420069668	7000090831	VM-1486	JR420092272	7100027312	PS-2092MT	JR421013012	7100232136	Replace to PS-3092MT
FW-1982	JR421010018	7100154797	VM-1856MT	JR421008756	7100154714	PS-2093MT	JR421013020	7100232137	Replace to PS-3093MT
FW-231	JR420081093	7000091089	VM-1858MT	JR421008772	7100154715	PS-2094MT	JR421013038	7100232100	Replace to PS-3094MT
FW-521	JR420081275	7100011324	VM-1859MT	JR421008780	7100154716	PS-2095MT	JR421013046	7100232125	Replace to PS-3095MT
FW-614	JR420084139	7000091203	VM-1860MT	JR421008798	7100154737	PS-2096MT	JR421013053	7100232091	Replace to PS-3096MT
FW-616	JR420072233	7000090867	VM-1861MT	JR421008806	7100154738	PS-2097MT	JR421013061	7100232138	Replace to PS-3097MT
FW-648	JR420072365	7000080815	VM-1991MT	JR421010109	7100154909	PS-2098MT	JR421013079	7100232112	Replace to PS-3098MT
FW-649	JR420081424	7000091106	WG-1355	JR420090805	7100030307	PS-2099MT	JR421013087	7100232139	Replace to PS-3099MT
FW-791	JR420072464	7000080817	WG-1357	JR420090821	7100026800	PS-2100MT	JR421013095	7100232113	Replace to PS-3100MT
LE-1226	JR420091878	7100027229	WG-2079	JR421010570	7100154874	PS-2101MT	JR421013103	7100232114	Replace to PS-3101MT
LE-137	JR420070484	7000090855	WG-430	JR420073074	7000090876	SI-1233	JR420084634	7100005004	
LE-1553	JR420091951	7100027221	WG-662	JR420082273	7000091171				
LE-2742	JR420092025	7100027535	WG-663	JR420082281	7000021516				
ME-1176	JR420097628	7100043510							
ME-1468	JR420097719	7100043521							
MW-1243	JR420084725	7000091219							
MW-1420	JR420090417	7100026805							
MW-1782	JR421001819	7100088973							

Technical Information: The technical information, guidance, and other statements contained in this document or otherwise provided by 3M are based upon records, tests, or experience that 3M believes to be reliable, but the accuracy, completeness, and representative nature of such information is not guaranteed. Such information is intended for people with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. No license under any 3M or third party intellectual property rights is granted or implied with this information. **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.



Commercial Solutions
 3M Center, Building 220-12E-04
 St. Paul, MN 55144 USA
 1-800-852-9722
 3M.com/AMD

3M is a trademark of 3M. Used under license in Canada. © 3M 2021. All rights reserved. Printed in USA. Please recycle. All other trademarks are property of their respective owners.
 FEBRUARY 2021 75-5100-2846-9