

**3M** Science.  
Applied to Life.™

# 3M™ Durable Protective Film

## Digital Toolkit

United States

January 2021



# High-Strength Protection for High-Touch Surfaces

Clear Surface, Non-Toxic,  
Chemical Resistant

Resists Damage, Enhances  
Clean

Short-Term & Long-Term  
Applications



# 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:



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



**Learn how you can add an extra layer of protection to surfaces at [3M.com/DurableProtection](https://www.3m.com/DurableProtection).**



# **Product Information and Technical Materials**

# Product Information and Technical Materials

Material Number	Product Name	Description	Adhesive	Link to data sheet
7100239188	3M™ Durable Protective Film 7750AM	2 mil, high clarity PET film protected by a scratch, abrasion and chemical resistant	Utilizes 3M™ Adhesive 400 that offers good wet-out, clarity and is non-yellowing when exposed to UV light. Permanent to Semi-Permanent Applications.	<a href="#">link</a>
7100239189	3M™ Durable Protective Film 7760AM	hardcoat formulated with an EPA-registered antimicrobial agent	Utilizes 3M™ Adhesive R3500, which is designed for use on smooth surfaces such as glass, metal and plastic (including polystyrene) and offers excellent UV resistance, good initial tack, and long-term adhesion with clean removability. Removable Applications.**	<a href="#">link</a>

Disclaimer: This product contains an antimicrobial agent to inhibit the growth of microorganisms within the hardcoat. This product does not protect users or others against bacteria, germs or other food-borne or disease-causing organisms. This product does not protect users or others against viruses including COVID-19. Always clean this product thoroughly after use. Common cleaning wipes are suggested for cleansing the surface.

As a removable adhesive, performance may vary depending upon the substrate to which it is applied



# Marketing and Advertising Assets

# Marketing and Advertising Assets

Flyer



**3M Science. Applied to Life.™**

## High-strength protection for high-touch surfaces.

As more people enter your facility, high-touch surfaces require frequent additional cleaning, disinfecting and maintenance. With the innovative hardcoat layer of our **3M™ Durable Protective Film**, you can keep high-touch surfaces protected from harsh chemicals while enhancing the cleaning process. The highly durable hardcoat contains an antimicrobial agent and is designed to withstand regular cleaning, providing lasting protection for surfaces in high-touch environments.

**24/7 Surface Protection**

Learn how you can add an extra layer of protection to surfaces at [3M.com/DurableProtection](https://www.3m.com/DurableProtection).

## Resists damage, enhances clean.

It's easy to add an extra layer of protection to high-touch surfaces with **3M™ Durable Protective Film**, which features a scratch, abrasion and chemical resistant hardcoat. The hardcoat contains a built-in EPA-registered silver ion antimicrobial additive to protect the hardcoat, which will reasonably last the lifetime of the coating.\* This film is designed to provide a strong, extra layer of clean.

- Extra wear and scratch protection
- Inhibits growth of most bacteria, mold and mildew\*\*
- Resists damage from harsh cleaners
- Helps protect your investment
- Customizable to any shape or size

**24/7 Surface Protection**

## Clear Surface, Non-toxic, Chemical Resistant

The clear hardcoat layer has been treated with an EPA-registered **silver ion antimicrobial agent** built in to protect the hardcoat from growth of microbes, odor-causing bacteria, mold and mildew.† The hardcoat is specially designed to stand up to repeated cleaning to protect surfaces from damage.

**3M™ Durable Protective Film enhances surfaces and features 3M Adhesive Technology for both short-term and long-term applications.**

Product	SAP Number	Description	Adhesive
7750AM	7100239188	2 mil, high clarity PET film protected by a scratch, abrasion and chemical resistant hardcoat formulated with an EPA-registered antimicrobial agent	Utilizes 3M™ Adhesive 400 that offers good wet-out, clarity and is non-yellowing when exposed to UV light. Permanent to Semi-Permanent Applications.
7760AM	7100239189		Utilizes 3M™ Adhesive R3500, which is designed for use on smooth surfaces such as glass, metal and plastic (including polyethylene) and offers excellent UV resistance, good initial tack, and long term adhesion with clean removability. Removable Applications.**

**3M™ Durable Protective Film**

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\*\*As a removable adhesive, performance may vary depending upon the substrate to which it is applied.

**3M**

Product Selection and Use: Many factors beyond 3M's control and entirely 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 thorough hazard assessment and reviewing all applicable regulations and standards (e.g., OSHA, ANSI, etc.) and for properly installing, using, and disposing of 3M products and application safety products, or for the application safety regulations, the application 3M products and safety products, or for the application safety regulations. 3M warrants that each 3M product meets the applicable 3M product specifications 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 ADEQUACY OF A COATING OR SEALING, CUSTOM OR TRADE. If a 3M product does not conform to the warranty, then the sole and exclusive remedy is, at 3M's option, replacement of the 3M product or refund of the purchase price. **LIMITED WARRANTY:** 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 products, whether direct, indirect, special, incidental, or consequential (including, but not limited to, lost profits or business opportunities), regardless of the type or whether they were foreseeable, but not limited to, warranty, contract, negligence, or strict liability.

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# Marketing and Advertising Assets

## Videos



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