

3M Science.
Applied to Life.™

Abrasives Flexible Sanding Sponge

Digital Toolkit

For 3M Authorized Distributors
United States

March 2022



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:



Recommended Product Lists

- Prioritized product groups
- Data packages

Training and Technical Materials

- Application and training videos
- How-to demo videos

Selling Tools

- Marketing communications calendar
- Sales presentation slides

Marketing and Advertising Assets

- Hero images and application photography
- Web banners | Ads & digital videos

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

Flexible Abrasive Sanding Sponge Portfolio



CALL TO ACTION



- List recommended products
- Build out digital platform (e-com)
- Develop new business in new channels
- Align promotions with marketing communications calendar

Recommended Product List

Precision Pro Grade Edge Detailing Dual Angle Sanding Sponges

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00638060079836	7100170022	24003TRI-XC-B	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 36 Grit, X- Coarse
00638060079782	7100169977	24000TRI-M-B	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 80 Grit Medium
00638060079768	7100170033	24000TRI-M-2	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 80 Grit, 2/Pack
00638060079805	7100170034	24001TRI-F-B	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 120 Grit, Fine
00638060079799	7100169902	24001TRI-F-2	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 120 Grit, 2/Pack
00638060079829	7100170037	24002TRI-XF-B	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 180 Grit, X-Fine
00638060079812	7100170035	24002TRI-XF-2	3M™ Pro Grade Precision™ Faster Sanding Block Sponge, 2.5 in. x 4.5 in. x 1 in. , 180 Grit, 2/Pack
00051141395494	7100242588	24303TRI-XC-DA	3M™ Pro Grade Precision™ Edge Detailing Dual Angle Sanding Sponge, 2 7/8 in x 4 1/2 in x 1 in, 36 grit
00051141395524	7100242587	24300TRI-M-DA	3M™ Pro Grade Precision™ Edge Detailing Dual Angle Sanding Sponge, 2 7/8 in x 4 1/2 in x 1 in, 80 grit
00051141395517	7100242586	24301TRI-F-DA	3M™ Pro Grade Precision™ Edge Detailing Dual Angle Sanding Sponge, 2 7/8 in x 4 1/2 in x 1 in, 120 grit
00051141395500	7100242591	24302TRI-XF-DA	3M™ Pro Grade Precision™ Edge Detailing Dual Angle Sanding Sponge, 2 7/8 in x 4 1/2 in x 1 in, 180 grit



Data package Correct



Recommended Product List

Precision Pro Grade Dust Channeling Sanding Sponges

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141393643	7010412361	2500TRI-60C-CH	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 60 Grit Coarse, 4.5 in. x 2.5 in. x 1 in.
00638060079614	7010409261	2500TRI60C-CH2	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 60 Grit Coarse, 4.5 in. x 2.5 in. x 1 in. , 2/Pack
00051141393650	7010408875	2501TRI-80M-CH	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 80 Grit Medium, 4.5 in. x 2.5 in. x 1 in.
00638060079621	7010417008	2501TRI80M-CH2	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 80 Grit Medium, 4.5 in. x 2.5 in. x 1 in. , 2/Pack
00051141393667	7010412362	2502TRI-120-CH	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 120 Grit Fine, 4.5 in. x 2.5 in. x 1 in.
00051141393674	7010410822	2503TRI-180-CH	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 180 Grit Fine, 4.5 in. x 2.5 in. x 1 in.
00051141393681	7010410803	2504TRI-220-CH	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 220 Grit Extra Fine, 4.5 in. x 2.5 in. x 1 in.
00638060079607	7010417436	2504TRI220-ACH	3M™ Pro Grade Precision™ Dust Channeling Single Angle Sanding Sponge, 220 Grit Extra-Fine, 4 7/8 in. x 2 7/8 in. x 1 in.
00638060079638	7010416867	2504TRI220-CH2	3M™ Pro Grade Precision™ Dust Channeling Block Sanding Sponge, 220 Grit Extra-Fine, 4.5 in. x 2.5 in. x 1 in. , 2/Pack

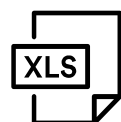


Data package Correct

Recommended Product List

General Purpose Sanding Sponges

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141233154	7100245032	CP-2P-ESF	3M™ Sanding Sponge, 3 3/4 in. x 2 5/8 in. x 1 in. , 1 Fine Grit & 1 Medium Grit, 2-pack
00076308913205	7100113608	CP-000-ESF	3M™ Sanding Sponge, 3 3/4 in. x 2 5/8 in. x 1 in. , Extra Fine Grit
00068060462893	7100256652	CP-000-2P	3M™ Sanding Sponge CP-000-2P, Block, 3 3/4 in x 2 5/8 in x 1 in, Extra Fine, 2-pack
00051141321547	7010377868	CP000-6P-CC	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Extra Fine Grit, 6/Pack
00051115004094	7100237087	CP-001-ESF	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Fine Grit, 1/Pack
00068060462879	7100258571	CP-001-2P	3M™ Sanding Sponge CP-001-2P, Block, 3 3/4 in x 2 5/8 in x 1 in, Fine Grit, 2-pack
00051141940946	7100241248	CP001-3PK-LG	3M™ Block Sanding Sponge, 4 1/2 in. x 2 5/8 in. x 1 in. , Fine Grit, 3/Pack
00051125006040	7100241235	CP001-6P-CC	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Fine Grit, 6/Pack
00051115120657	7100241249	CP001-12P	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Fine Grit, 12/Pack
00051115069680	7100245164	CP-001A	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Fine Grit, 1/Pack



Data package Correct

Recommended Product List

General Purpose Sanding Sponges (continued)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051115004087	7100237077	CP-002-ESF	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Medium Grit, 1/Pack
00068060462886	7100256651	CP-002-2P	3M™ Sanding Sponge CP-002-2P, Block, 3 3/4 in x 2 5/8 in x 1 in, Medium, 2-pack
00051141940953	7100241250	CP002-3PK-LG	3M™ Sanding Sponge, Block, 4 1/2 in. x 2 5/8 in. x 1 in., Medium Grit, 3/Pack
00051125006057	7100241247	CP002-6P-CC	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Medium Grit, 6/Pack
00051115120664	7100241315	CP002-12P	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Medium Grit, 12/Pack
00051115069673	7100245031	CP-002A	3M™ Sanding Sponge, 3.75 in. x 2.62 in. x 1 in., Medium Grit, 1/Pack



Data package

Recommended Product List

General Purpose Dual Grit Sanding Sponges (continued)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
0005111106280	7100176010	907-ESF	3M™ Sanding Sponge, Dual Grit Block, 3 3/4 in. x 2 5/8 in. x 1 in. , Extra Fine/Fine
00051141902715	7010335348	907NA-3P-CC	3M™ Sanding Sponge, 3-3/4 in. x 2-5/8 in. x 1 in., Fine/Extra Fine Grit, 3/Pack
00051131500389	7100237078	908-ESF	3M™ Sanding Sponge, Dual Grit Block, 3 3/4 in x 2 5/8 in x 1 in, Fine/Medium, 24 ea/cs
00051141902654	7010375224	908NA-3P-CC	3M™ Sanding Sponge, 3-3/4 in. x 2-5/8 in. x 1 in., Fine/Medium Grit, 3/Pack
00051131500372	7100173158	909-ESF	3M™ Sanding Sponge, Dual Grit Block, 3 3/4 in. x 2 5/8 in. x 1 in., Medium/Coarse
00051141902678	7010312225	909NA-3P-CC	3M™ Sanding Sponge, 3-3/4 in. x 2-5/8 in. x 1 in., Medium/Course Grit, 3/Pack
00051115070679	7100113705	DSFM-F-ESF-10	3M™ Sanding Sponge, 2-7/8 in. x 4-7/8 in. x 1 in., Fine/Medium Grit
00051115070686	7100141259	DSMC-ESF-10	3M™ Large Area Sanding Sponge, 2-7/8 in. x 4-7/8 in. x 1 in., Medium/Course Grit
00051115070662	7100141260	DSXF-F-ESF-10	3M™ Large Area Sanding Sponge, 4-7/8 in. x 2-7/8 in. x 1 in., Extra Fine/Fine Grit
0005111118290	7010312905	910XLA-12-CC	3M™ Extra-Large All-Purpose Sanding Sponge, 3.3 in. x 9 in. x 1 in., Fine/Medium Grit, 1/Pack



Data package

Recommended Product List

General Purpose Angled Sanding Sponges

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141939490	7100175194	CP040-3PK	3M™ Sanding Sponge, Single Angle, 4 7/8 in. x 2 7/8 in. x 1 in. , Fine Grit, 3-pack
00051111031261	7100101532	CP040-6P	3M™ Angle Sanding Sponge, 2.875 in. x 4.875 in. x 1 in., fine grit Contractor Pack, 6/Pack
00051115070532	7100101245	CP040-12-CC	3M™ Sanding Sponge, Single Angle, 4.875 in. x 2.875 in. x 1 in., Fine Grit, 1/Pack
00051115070549	7100101551	CP-041-ESF	3M™ Sanding Sponge, Single Angle, 4.875 in. x 2.875 in. x 1 in., Medium Grit, 1/Pack
00051141344256	7100175218	CP041-3PK	3M™ Sanding Sponge, Single Angle, 4 7/8 in. x 2 7/8 in. x 1 in. , Medium Grit, 3/Pack
00051111031407	7100101537	CP041-6P	3M™ Sanding Sponge, Single Angle, Contractor Pack, 2.875 in. x 4.875 in. x 1 in, 6/Pack
00051115070549	7100101246	CP041-12-CC	3M™ Sanding Sponge, Single Angle, 4.875 in. x 2.875 in. x 1 in., Medium Grit, 1/Pack
00051131922501	7100101553	910PSA-MASS	3M™ Extra-Large Single Angle All Purpose Sanding Sponge, 2.87 in. x 8 in. x 1 in., Fine Grit, 1/Pack
00051115070532	7100101245	910PSA-12-CC	3M™ Sanding Sponge, Single Angle, 4.875 in. x 2.875 in. x 1 in., Fine Grit, 1/Pack



Data package

Recommended Product List

General Purpose Sanding Pads

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
0005111106297	7000126141	916DC-NA	3M™ General Purpose Sanding Pad, Contour Surface, 4 1/2 in x 5 1/2 in x 3/16 in, Super Fine, 1/pk 24 pks/cs
0005111106303	7000051975	917DC-NA	3M™ Contour Surface Sanding Sponge, 4.5 in. x 5.5 in. x .1875 in., Fine Grit, 1/Pack
0005111106310	7010383570	918DC-NA	3M™ Contour Surface Sanding Sponge, 4.5 in. x 5.5 in. x .1875 in., Medium Grit, 1/Pack
00051115071096	7100172022	906-ESF	3M™ General Purpose Sanding Pad 906-ESF, Contour Surface, 4 1/2 in x 5 1/2 in x 3/16 in, Medium, Bulk, 24/cs
00051115071089	7100172067	905-ESF	3M™ General Purpose Sanding Pad 905-ESF, Contour Surface, 4 1/2 in x 5 1/2 in x 3/16 in, Fine, Bulk, 24/cs
00051115071072	7100172074	904-ESF	3M™ General Purpose Sanding Pad 904-ESF, Contour Surface, 4 1/2 in x 5 1/2 in x 3/16 in, Super Fine, Bulk, 24/cs
00051115069642	7000126209	06964	3M™ Contour Surface Sanding Sponge 06964, 4.5 in x 5.5 in x .1875 in, Super Fine P220
00051115069659	7000126208	06965	3M™ Contour Surface Sanding Sponge, 4.5 in. x 5.5 in. x .1875 in., Fine Grit, 1/Pack
00051115069666	7000133922	06966	3M™ Contour Surface Sanding Sponge, 4.5 in. x 5.5 in. x .1875 in., 60/Medium Grit, 1/Pack



Data package

Recommended Product List

General Purpose Sanding Pads (bulk pro-pads)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051115070570	7100097672	PRPD-60	3M™ Pro-Pad™ Sanding Sponge, 2.88 in. x 4 in. x 0.5 in., 60 Grit
00051115070587	7010300712	PRPD-80	3M™ Pro-Pad™ Sanding Sponge, 2.88 in. x 4 in. x 0.5 in., 80 Grit
00051115070594	7010377002	PRPD-100	3M™ Pro-Pad™ Sanding Sponge, 2.88 in. x 4 in. x 0.5 in., 100 Grit
00051115070600	7010312922	PRPD-150	3M™ Pro-Pad™ Sanding Sponge, 2.88 in. x 4 in. x 0.5 in., 150 Grit
00051141975078	7100089303	PRPD-220	3M™ Pro-Pad™ Sanding Sponge, 2.88 in. x 4 in. x 0.5 in., 220 Grit



Data package

Recommended Product List

3M Drywall Sanding Sponges

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051144090938	7100180421	9093DC	3M™ Drywall Sanding Sponge, Block, 3 3/4 in. x 2 5/8 in. x 1 in. , Fine/Medium
0005113190785	7010340441	19093	3M™ Drywall Sanding Sponge, 2.625 in. x 3.75 in. x 1 in., Fine/Medium Grit, 2/Pack
00051144090952	7010383571	9095DC-NA	3M™ Lg Area Drywall Sanding Sponge, 4.875 in. x 2.875 in. x 1 in., Fine/Med Grit 1/pk
00076308932848	7100140504	9095DC-NA-4PK	3M™ Fine / Medium Dual Grit Drywall Sanding Sponge, 4.875 in x 2.875 in x 1 in, 4/Pk
00051115070563	7100101555	CP-042	3M™ Angled Drywall Sanding Sponge 4.875 in. x 2.875 in. x 1 in., 1/Pack
00076308910044	7100111452	CP-042-4PK	3M™ Angled Drywall Sanding Sponge 4.875 in. x 2.875 in. x 1 in., 4/Pack
00051111021262	7010375246	910-DSA-12	3M™ Extra Large Angled Drywall Sanding Sponge, 3-5/16 in. x 9 in. x 1 in., Fine, 1/Pack
00076308932800	7010378796	910-DSA-12-2PK	3M™ Fine Grit Extra Large Angled Drywall Sanding Sponge, 2 7/8 in. x 8 in. x 1 in. 2/pk
00051141370248	7010375249	910-DDA	3M™ Extra Large Dual Angled Drywall Sanding Sponge, 2-7/8 in. x 8 in. x 1 in., Fine Grit, 1/Pack
00051141982359	7100145185	30904FP-CH-DBL	3M™ Pro Grade Precision™ Drywall Dust Channeling Sanding Sponge Fine, 30904FP-CH-DBL, 4.5 in x 2.5 in x 1 in
00051135806708	7010416413	30904FPSA	3M™ Pro Grade Precision™ Drywall Edge Detailing Angled Sanding Sponge Fine grit, 2.5 in. x 4.5 in. x 1 in.
00076308932510	7010417429	30904FPSA-2PK	3M™ Pro Grade Precision™ Drywall Edge Detailing Angled Sanding Sponge Fine grit, 2.5 in. x 4.5 in. x 1 in., 2 Pack



Data package

Insights, Training, and Technical Materials

Abrasives // 3M BRAND IS #1

Highest Brand Awareness, Consideration and Use over any other brand amidst PROS and DIY

STRONG BRAND LOYALTY

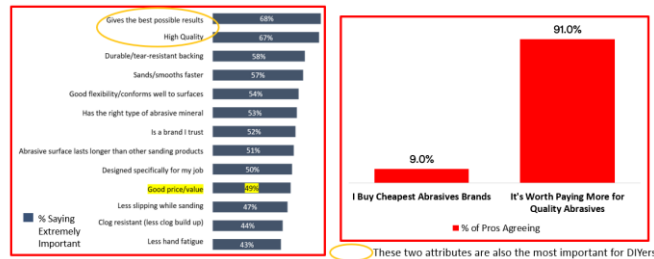
Brand loyalty is strong among Pros



QUALITY > PRICE

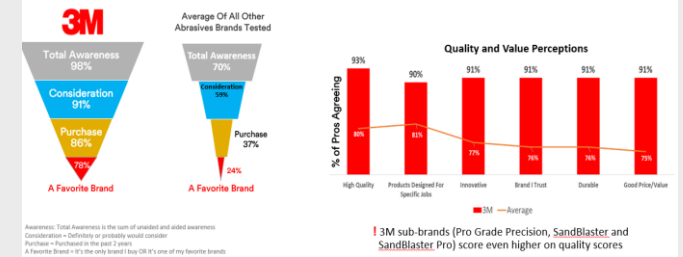
Quality and brand matter more than price

Pros care about quality, innovation and brand. Price is not the biggest driver



QUALITY & VALUE

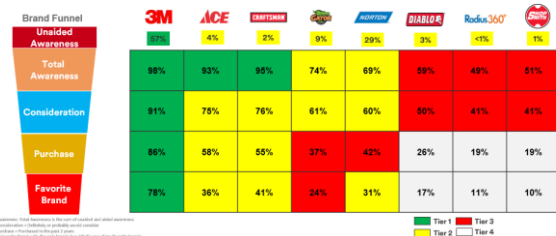
3M Abrasives have superior awareness, quality and value perceptions
3M needs to be the foundation of any abrasives shelf set.



AWARENESS

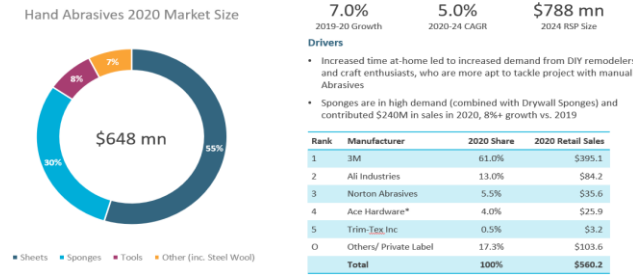
Prompting awareness pulls Ace and Craftsman to the top tier in total awareness along with 3M

Only 3M retains a strong purchase funnel all the way through

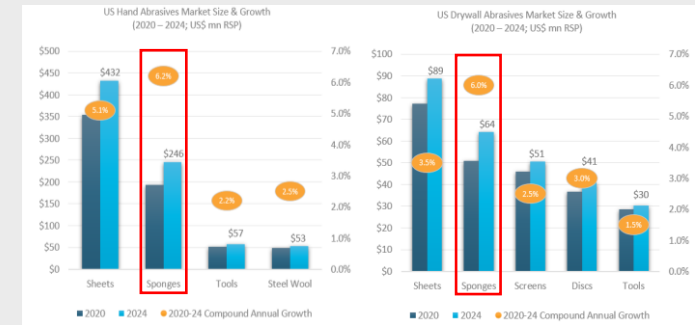


3M DRIVING GROWTH

Hand Abrasives benefitted from DIY remodelers and crafters in 2020 pandemic year, where 3M holds dominant market share



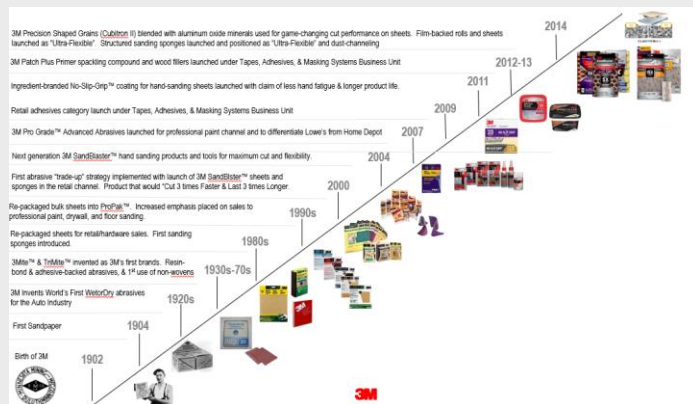
FLEXIBLE SANDING TAKING SHARE



Abrasives // INNOVATION & HIGH PERFORMANCE

3M Premium Sanding Sheets...#1 SANDING PERFORMANCE

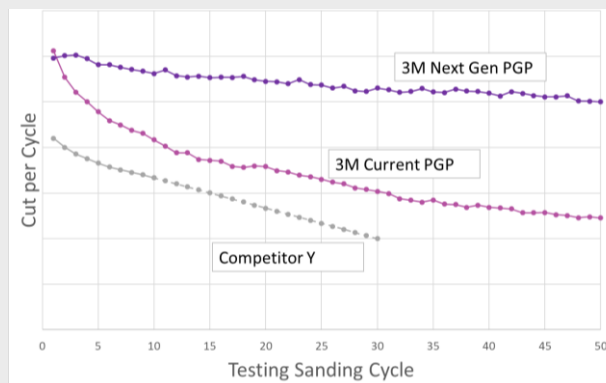
INNOVATION



- **FIRST** sandpaper introduced in **1904**
- Invents worlds first **Wetordry™** in **1920s**
- Retail abrasives introduced in **1980s**
- First "premium" sandpaper introduced in **2000...3M™ SandBlaster™**

NEXT GEN ABRASIVES

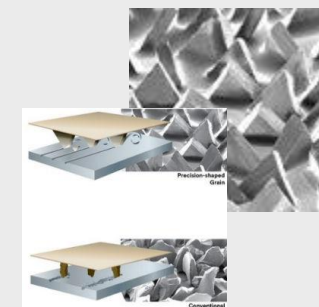
(SHEETS) - IN MARKET



NEXT GEN ABRASIVES

(SPONGES) - IN DEVELOPMENT

- **Incorporating Precision Shaped Grain into Flexible Sanding portfolio**
- Premium mineral introduced in **2014**...improve cut performance and durability



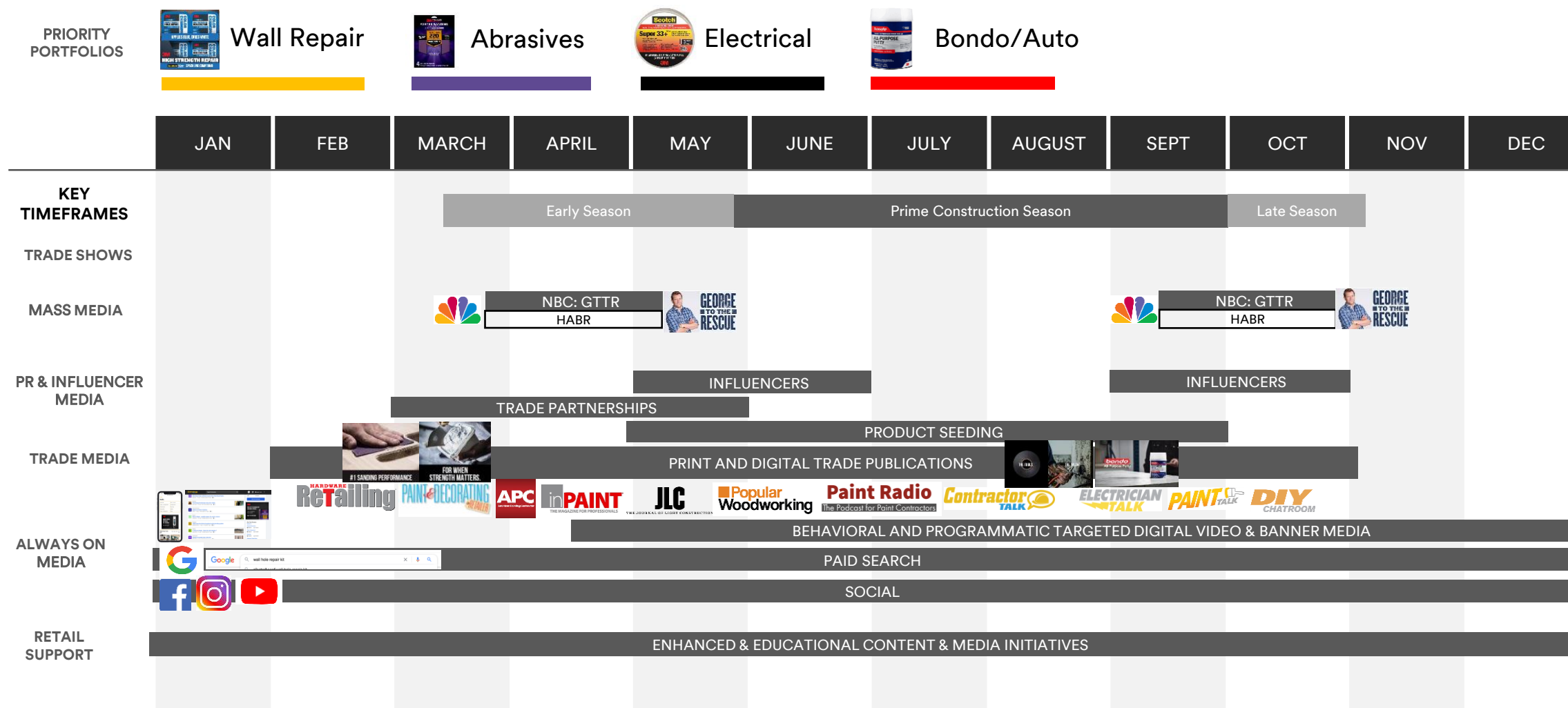
"#1 Sanding Performance"

New claims being made on pack and on media

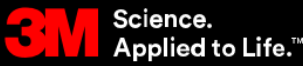
Marketing Assets

2022 HABR Activation Calendar

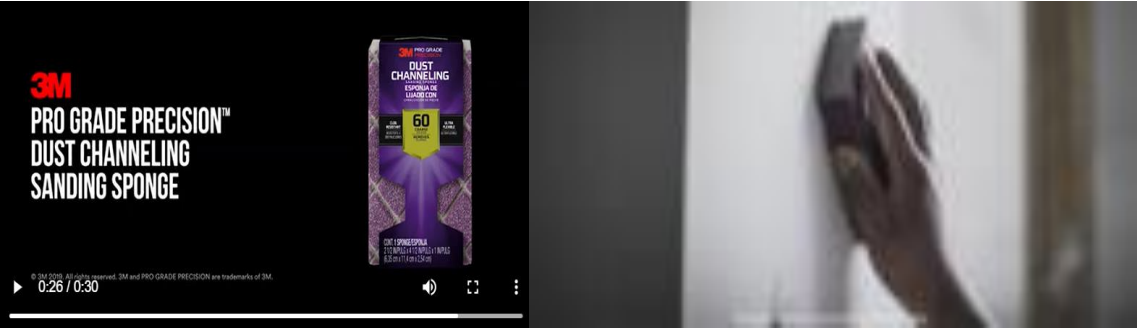
Comprehensive Solutions | Online Discoverability & Authority | Contextualized Media Presence



Product Videos

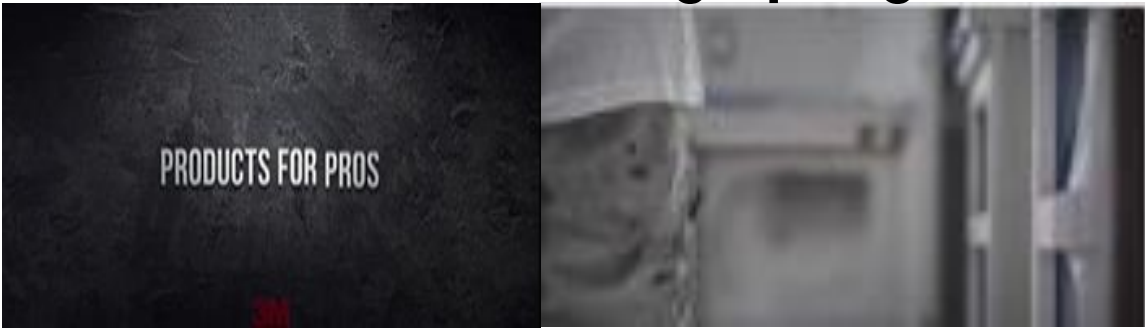


Dust Channeling Sanding Sponges



Built to Perform Video 30s

Pro Grade Sanding Sponges



Built to Perform: 30s



Built to Perform: 15s



Banner Ads



798x90



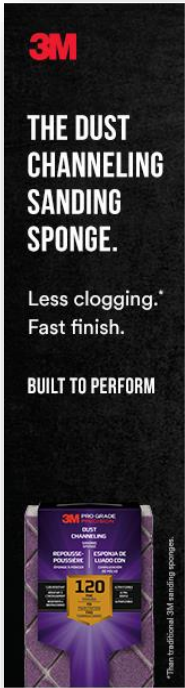
468x60



300x600



798x90



160x600

Asset Books & Catalogs



2021 Built To Perform Asset Catalog



2022 Built To Perform Asset Catalog

Thank You!!