



Lint Roller 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.*



Scotch-Brite™ Lint Roller Portfolio

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50% Stickier



50% Stickier Large Surface



50% Stickier Jumbo Multi-packs



50% Stickier for auto



Everyday Clean



Everyday Clean Multi-packs

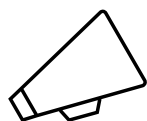


Mini Lint Roller



Mini Lint Roller Multi-packs

CALL TO ACTION

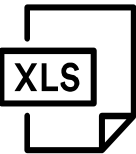


- List recommended products
- Build out digital platform (e-com)
- Communicate forecasts / demand plans
- Develop new business in new channels
- Align promotions with marketing communications calendar

Recommended Product List

Scotch-Brite™ 50% Stickier Lint Rollers

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141598581	7010299865	830RS-48	Scotch-Brite™ 50% Stickier Lint Roller, 1/Pack, 48 Sheets
00638060074589	7010412456	830RS-95	Scotch-Brite™ 50% Stickier Lint Roller, 1/Pack, 95 Sheets
00076308499013	7010292933	830LSRS-60	Scotch-Brite™ 50% Stickier Large Surface Lint Roller, 1/Pack, 60 Sheets
00076308499006	7010333807	830LSRFS-60	Scotch-Brite™ 50% Stickier Large Surface Lint Roller Refill, 1/Pack, 60 Sheets
00076308498917	7010371898	830GRS-80	Scotch-Brite™ 50% Stickier Giant Surface Lint Roller, 1/Pack, 80 Sheets
00076308873134	7100102503	830GRS-80TP	Scotch-Brite™ 50% Stickier Giant Surface Lint Roller Twin Pack, 2/Pack, 80 Sheets/Roller
00638060656315	7100211659	830RS-48-4-M	Scotch-Brite™ 50% percent Stickier Lint Roller For Auto, 4/Pack

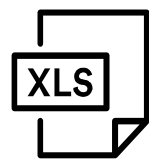



Data package

Recommended Product List

Scotch-Brite™ Everyday Clean Lint Roller Portfolio

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00021200375248	7000047897	836RS-30	Scotch™ Every Day Clean Lint Roller, 30 Sheets, 1/Pack
00051141234892	7100253805	836RS-60	Scotch™ Every Day Clean Lint Roller, 60 sheets, 1/Pack
00051141234885	7100236686	836RS-60TPP	Scotch™ Every Day Clean Lint Roller, 60 sheets, 2/Pack
00076308910846	7100109625	836RFS-60	Scotch-Brite™ Lint Roller Refill, 60 Sheets 1/Pack
00021200495991	7100228212	836MRCS-30	Scotch-Brite™ Mini Lint Roller, 30 sheets 1/pack
00051131981607	7010299850	836MRSC-30TP	Scotch-Brite™ Mini Lint Roller, 2/Pack, 30 Sheets/Roller

  Data package



Lint Roller Insights, Training, and Technical Materials



Why Scotch-Brite™?



3M has **more than 2x** the number of buyers than the number two brand in the Lint Removal category



Scotch-Brite™ buyers are **More Loyal**, satisfying 87% of their Lint Removal needs compared to 71% for the number two brand



Scotch-Brite™ Lint Buyers **Spend 31%* more** than competition
**In basket \$*



Scotch-Brite™ Lint Sells **2.1 times faster** than competition



Scotch-Brite™ Lint Buyers make **2x more Trips** than the number two brand

Scotch-Brite™ is the most valuable brand in the Lint Removal category



Introducing expanded lint portfolio, based on jobs to be done.

Everyday Clean

Positioning

Higher pick-up performance that can be used across multiple surfaces. Helps to capture lint, dust, hair, and allergens.

Product Strategy

Constructed with durable films with Scotch™ adhesive. Offers smooth unwind and easy to tear sheets for a complete consumer experience.

Scotch-Brite™ Offering



Everyday Clean
Sheet Count:
30 – 60ct Singles,
Twin Pk, Refills, & Mini

Extreme Clean

Positioning

For bigger messes that go beyond lint and pet hair. Captures large debris in tight spaces for quick clean without the need for a vacuum.

Product Strategy

All in one solution for debris management. Goes beyond lint, picks up large and small debris on a variety of surfaces for a quick clean.

Scotch-Brite™ Offering



50% Stickier
Sheet Count: 300
Singles, Twins, Refills

Greener Clean

Available 2H 2022

Positioning

Same great pick-up performance with 60% less plastic than our leading lint roller. Designed to be used across multiple surfaces without compromise.

Product Strategy

Powered with Scotch™ adhesive and constructed with durable paper film with smooth unwind and easy to tear sheets, which is unlike competitive lint products.

Scotch-Brite™ Offering



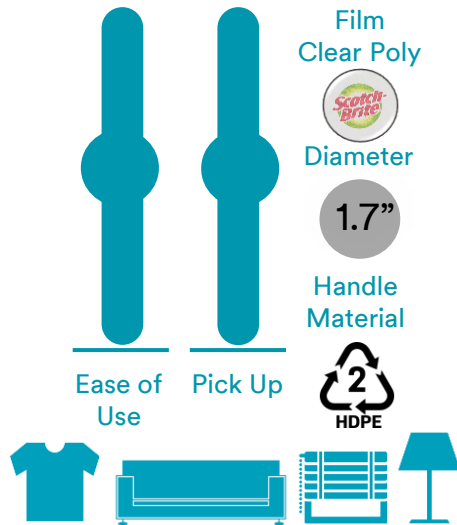
Greener Clean
Sheet Count:
70 – 100ct
Singles, Twins



Lint Roller Differentiation

Levers to Demonstrate Upsell: Ease of Use, Pick Up, Type of Mess, Film Type

Everyday Clean

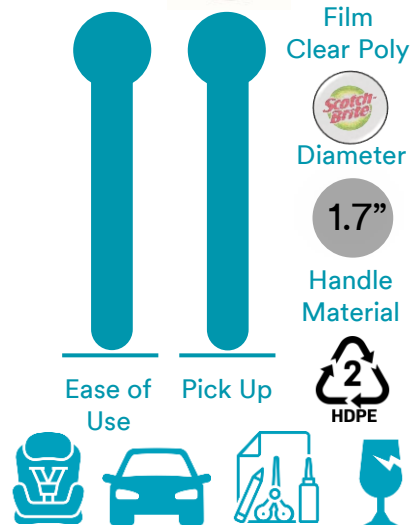


Good For:

Key Claims:

#1 Lint Roller in America
Clean Tear Guarantee!

Extreme Clean

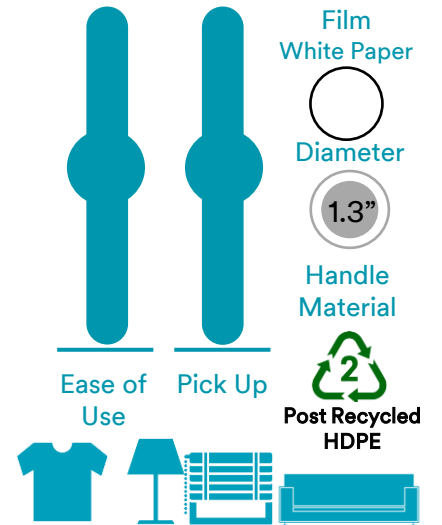


Captures 50% more dust & debris
Quick Pick Up without the Vacuum.



Greener Clean

Available 2H 2022

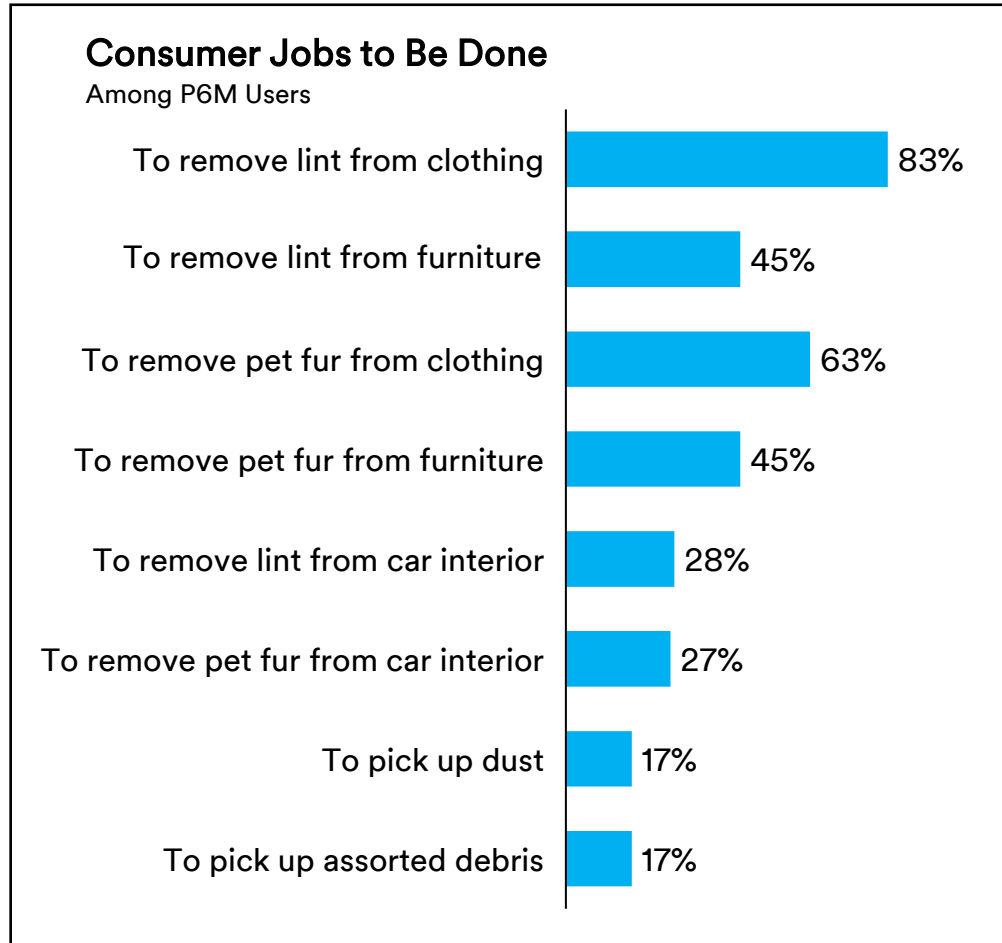
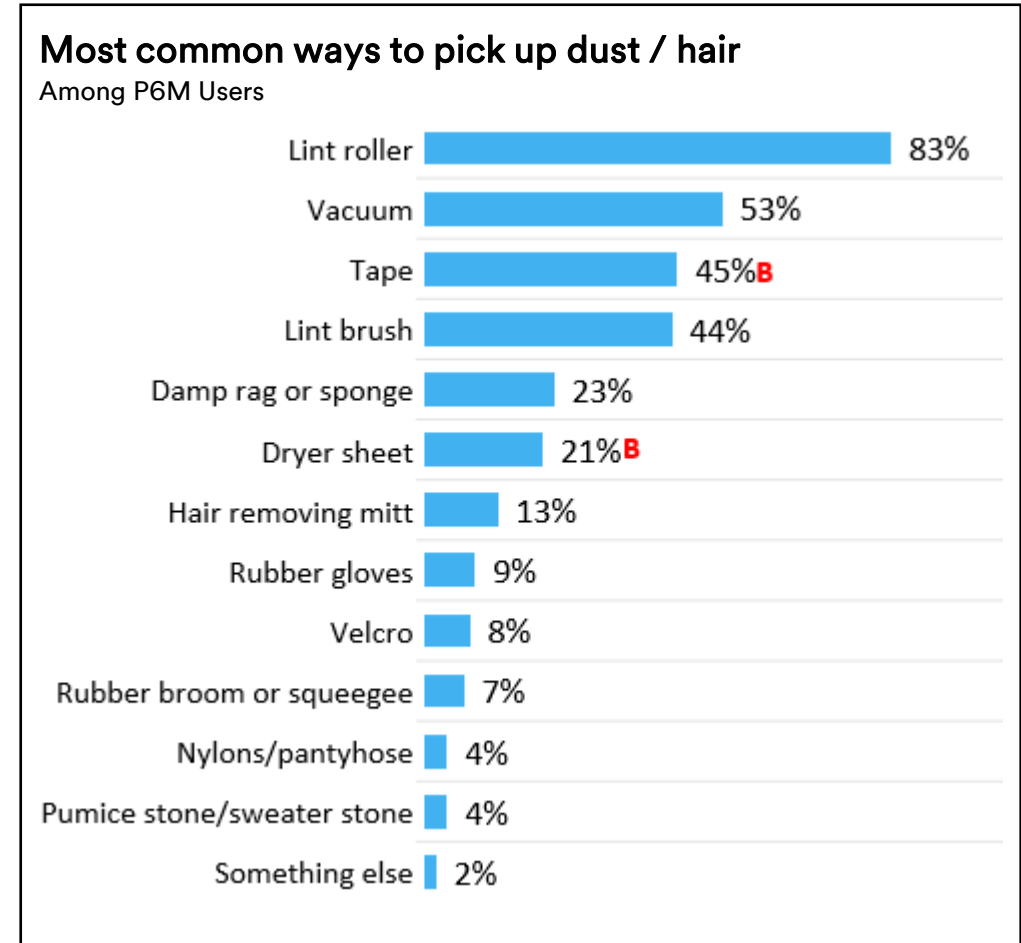


Great pick up, with 60% less
plastic
Made with Post Recycled
materials



The Lint portfolio is aligned with consumer “job to be done”

Over 75% of users are removing lint from clothes / furniture, followed by pet hair removal.
Lint continues to be the most convenient way to remove dust/hair.



Uppercase letters indicate significant differences at a 90% confidence level
Base: Respondents Who Remove Lint/Hair from Furniture: Users n=377; Non-Users n=152

Data Source: Scotch-Brite Lint A&U 2020

- Unlike other competitors, Scotch-Brite™ lint rollers are the only lint rollers to use a “progressive perforation”

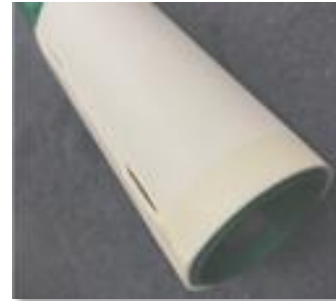


Progressive Perforation

Allows current lint sheet fully covers the next clean lint sheet, with an ~1/8 inch overlap

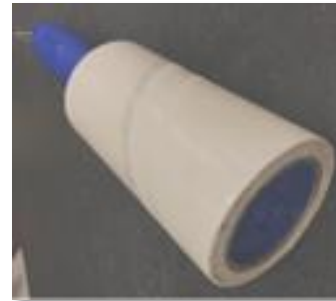
- Progressive perforation ensures that a used sheet (top) is easy to remove, and that the clean sheet (under) remains clean

Competition:



Guillotine Cut

A single cut straight through the whole roll. The sheets can catch and the roll will begin to split during use



Spiral Wound

Sheets are trapezoidal in shape, and wound in a spiral around the core. The sheets are difficult to peel/tear, next sheet will always have debris leftover

- Unlike other competitors, Scotch-Brite™ lint rollers use a low adhesion backing (LAB)



Microreplicated Embossed Film

Provides durability to the lint sheet, as well as directional tear ability and smooth unwind

- The film with LAB will prevent the lint sheet from sticking to the next, as well unwanted tearing during both the use and removal of a sheet

Competition:

Paper/Wax Paper

Using either a “masking tape-like” paper or wax paper, decreases the overall durability of the lint sheet. Prone to unwanted or uneven tearing. Has a higher potential to damage/tear the next sheet.



- Unlike other competitors, Scotch-Brite™ lint rollers are coreless (no paper core)

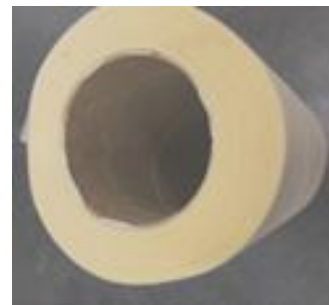


Coreless

3M patented technology, reduces the amount of waste, as well as allows for easy refilling

- Additionally, the HDPE handle is a #2 recyclable plastic. Carrying a low risk of leaching, can be disposed of in most recycling streams, and readily recyclable into many types of goods

Competition:



Paper Core

Increases the amount of waste, and can make it more difficult to refill the lint roller



Handle Recyclability

Leading competitor lint rollers are a #7 plastic. “Catch-all” for other plastics, much more difficult to recycle (if available)



Lint Roller Marketing Assets



2022 Home Care Division Marketing Communications Calendar

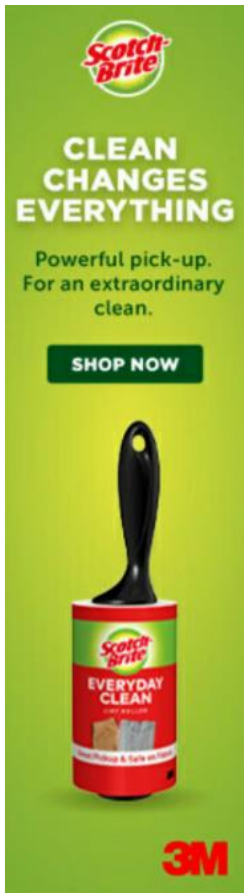
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*Pending Final Investment Decisions

		Spring Cleaning				Moving Season						Holiday	
		Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
TV + Digital		Little Clean for a Big Life										Little Clean for a Big Life	
PR + Influencer		Influencers (YT, IG, TikTok)											
		Earned Media Bureau – Product Seeding, Media Briefing, Product Seeding, Press Kits											
Social		Facebook, Instagram, Pinterest, TikTok										Facebook, Instagram, Pinterest, TikTok	
Always On		Scotch-Brite.com, email, paid search											
		Buzzfeed Affiliate Marketing											
FSI		FSI			FSI						FSI		



Lint Roller Banner Ads

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160x600



300x250



300x600



320x50



728x90



Lint Roller Product Videos

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50% Stickier cleaning roller



How to refill lint rollers



50% Stickier large surface cleaning roller



Thank You