

More than a supplier.

With 3M, you don't just get parts — you have a full-fledged partner.

For automotive OEMs and tiers, opting into a product — such as using attachment tapes where mechanical fasteners were traditionally used — isn't as easy as flipping a switch. Many factors go into the decision: how it fits into the design, performance, pricing and supply chain, assembly line planning, and more.

3M has a broad portfolio of tapes designed for attaching trim as well as door and body seals. 3M™ Acrylic Foam Tapes and 3M™ Acrylic *Plus* Tapes can increase design flexibility, enable more production line automation and mitigate some of the potential drawbacks of clips.

At 3M, we understand the thought and planning needed during the design phase, operational changes needed for production floor design, support needed during assembly, and aftermarket considerations. This is why we provide support every step of the way.

Tapes enable design freedom.

Our comprehensive portfolio of 3M™ Acrylic Foam Tapes and 3M™ Acrylic *Plus* Tapes has met OEM specs and performance requirements and been a chosen attachment method for 40-plus years.

This broad range of products means there are ideal tapes for dozens of trim and seal applications. Some of our more recent product lines also offer game-changing features, including:



A break-resistant liner which can improve production line uptime and is compatible with manual and robotic processes



Advanced foam core technology designed for challenging applications with design-specific curvatures



Faster adhesion build compared to previous products



Here's what you can count on if you partner with 3M.

Design consultation

If you need an attachment to fit in tight curvatures, attach to low surface energy substrates, seal large glass areas or attach trim without disrupting aesthetics, our sales team and engineers work closely with OEMs to recommend the right tape for the job.

Product testing

We conduct extensive laboratory testing of our materials and work with application engineers at OEMs and tiers to help ensure the performance and durability of our attachment tapes for their specific applications.

Purchasing support

Our sales team engages in detailed supply chain planning with OEM and tier purchasing departments to help ensure a reliable flow of materials to all their assembly locations.

Assembly line optimization

With the right equipment and processes, tapes can be a routine part of assembly with consistent results. 3M can provide materials and fixtures, as well as expert support on production floor design, training and launch.

Production troubleshooting

Our extensive consultation in the planning stage can head off many issues before they happen, but if challenges crop up once production has begun, our application engineers can analyze and help alleviate any problems on the line.

Aftermarket advice

3M can help you provide education and training on tapes to certified repair shops so mechanics know how to remove taped parts for repair and attach replacement parts correctly.



Global network of experts.

We're a global supplier with manufacturing sites in several countries. Our regional and local technical experts support OEMs with strong attachment tape application knowledge, assistance with requirements and testing capabilities.

How can we partner with you?

3M partners with OEMs and tiers at every stage of the vehicle life cycle — from design to repairs — to meet evolving needs worldwide and develop new solutions that unlock new possibilities.

If you'd like to talk to us about a design challenge or ideas you're working on, get in touch with us. 3M expert support is a call or email away.

Learn more at [3M.com/rethinkattachment](https://www.3m.com/rethinkattachment).



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