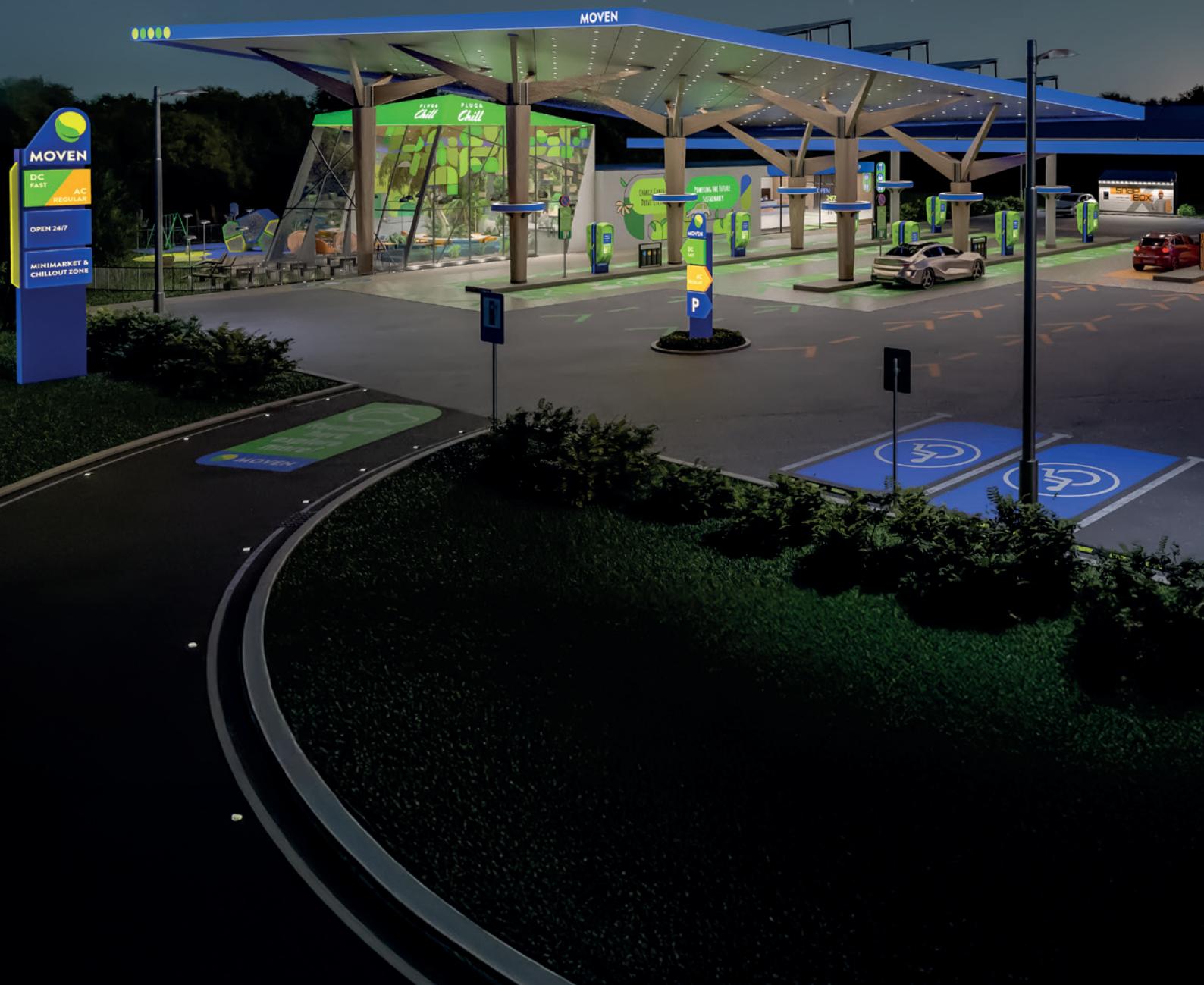


# Transform EV charging stations into iconic brand powerhouses

**Seamless design. Bold branding.**





## The EV boom is here. Is your business ready to lead?

EV adoption is surging – electrified vehicle sales in Europe alone are set to jump 49% in 2025<sup>①</sup>. By 2030, EVs could make up 55% of total global vehicle sales<sup>②</sup>, signaling a seismic shift in mobility<sup>③</sup>. With more EVs on the road, one big question remains: where will they charge?

The demand for public charging points is outpacing supply, creating a high-growth market for businesses ready to act:

**Global scale:** Public charging points are expected to exceed 15 million by 2030.<sup>③</sup>

**European Ambition:** The European Commission aims for 3.5 million charging points by 2030, which means installing approximately 410,000 new charging points annually.<sup>④</sup>

**Market Growth:** The EV charging market is projected to grow at a 29.3% CAGR, representing a multi-billion-dollar opportunity.<sup>⑤</sup>

As infrastructure expands to meet this surging demand, every new charging station becomes more than just a power hub, it turns into a high-traffic touchpoint. In this evolving landscape, brands that leverage these strategic locations will stand out and lead the EV revolution.



## Make every charge a brand experience

Every charging session offers at least 10–30 minutes of prime engagement time. Positioned in high-traffic areas, EV chargers double as silent salespeople and high-visibility billboards – reinforcing your brand while enhancing the EV experience.

Visibility alone isn't enough. Today's drivers expect a seamless, integrated charging experience that blends digital convenience with physical excellence. They look for:

- Fast, frictionless payment options
- Intuitive area identification
- A clean and safe environment
- Ample parking availability
- Clear, simple instructions to plug in

Meeting these expectations goes beyond functionality – it's an opportunity to reinforce your brand at every touchpoint. We help you enhance the charging experience in these main application areas:

- EV charger wrapping** – Turn chargers into branded assets
- EV station identification** – Improve wayfinding, safety and maintain brand consistency
- EV station upgrades and new builds** – Modernise old Oil & Gas stations, build new ones, and enhance impact

**Discover more details on the following pages.**

# EV Charger Wrapping: Personalise. Protect. Stand Out.



Transform your EV chargers into attention-grabbing, durable brand assets that deliver visibility, protection and versatility – all in one.

- Maximise brand impact:** Turn every charge into a high-visibility moment with vibrant digital print and reflective films.
- Short-term advertising made easy:** Refresh promotional messaging effortlessly with exchangeable films for limited-time campaigns.
- Functional benefits:** Keep chargers cool, protected and low maintenance. Sun control films reduce overheating and UV damage<sup>⑥</sup>, while safety films strengthen glass against breakage. Stay spotless with anti-graffiti films that resist stains, scratches and vandalism. It's quick to apply, built to last and cost-effective.
- Seamless aesthetics and functionality:** Custom finishes, including opaque films, colour-change wraps, and DI-NOC™ Architectural Finishes, create a sleek, premium look.
- Sustainable solutions:** Non-PVC films deliver high performance with a lower environmental impact.<sup>⑦</sup> By regulating temperature and blocking UV, sun control films applied on glass displays can help keep chargers efficient.<sup>⑥</sup> For added visibility without extra energy use, reflective films reduce the need for sign lighting.

## 3M graphic solutions for EV charger wrapping



### Charger wrapping

Application	#	3M solution	Functionality	Aesthetics	Identification	Sustainability
EV charger surface protection	1	Overlaminate	<span style="color: blue;">○</span>	<span style="color: orange;">○</span>		
	2	Antigraffiti - 8993	<span style="color: blue;">○</span>			<span style="color: green;">○</span>
EV charger glass display protection	3	Sun control films - Prestige 70 exterior	<span style="color: blue;">○</span>			<span style="color: green;">○</span>
EV charger branding and personalisation	4	Non-PVC Print wrap film - LX/SV480		<span style="color: orange;">○</span>		<span style="color: green;">○</span>
	5	Reflective films - 580		<span style="color: orange;">○</span>	<span style="color: purple;">○</span>	

# EV Charging Station Identification: Bold. Branded. Unmissable.

With the rise of electric vehicles, drivers expect charging stations that are easy to locate and a pleasure to use. Transform your stations into trusted landmarks that boost brand recognition and elevate driver satisfaction.

## Optimise safety

Retroreflective road markings guide drivers and pedestrians, while anti-skid tapes and printable Safety-Walk™ Tapes & Treads options enhance traction and enable customisable branding.

## Enhance user experience, branding, and visibility

Keep your station organised and efficient. Define parking lots with clear asphalt markings using graphic films.

Improve wayfinding and ensure smooth navigation with vertical signage and wall graphics.

Make your chargers stand out with 3M's illuminated signs and reflective films for high visibility, even in low light.

**Turn every interaction into a positive and memorable experience with reliable, recognisable charging stations – Powered by 3M solutions.**

## 3M graphic solutions for EV charging station identification



### Charging stations identification

Application	#	3M solution	Functionality	Aesthetics	Identification	Sustainability
EV charger surfaces branding and personalisation	1	Printable Safety-Walk™ - SW 588	○		○	
	2	Print wrap films - IJ40, 3662, 3647			○	
	3	Non-PVC Print Wrap Film - LX/SV480		○	○	○
Parking lots marking	4	Pavement Marking - 6250	○		○	
Carport identification	5	Reflective films - 580		○	○	

### Charging stations identification

Application	#	3M solution	Functionality	Aesthetics	Identification	Sustainability
Wayfinding – floor graphics	1	Print wrap films - IJ40, 3662, 3647			○	
Wayfinding – wall graphics	2	Non-PVC Print Wrap Film - LX/SV480		○	○	○
Illuminated Signage	3	Translucent films - 3730		○	○	○
	4	Opaque films - SC100		○	○	
Vertical Signage	5	Diamond Grade™	○		○	○
Parking lots marking	6	Pavement Marking - 6250	○		○	

# EV Charging Station Upgrade: Modernise. Build. Elevate.

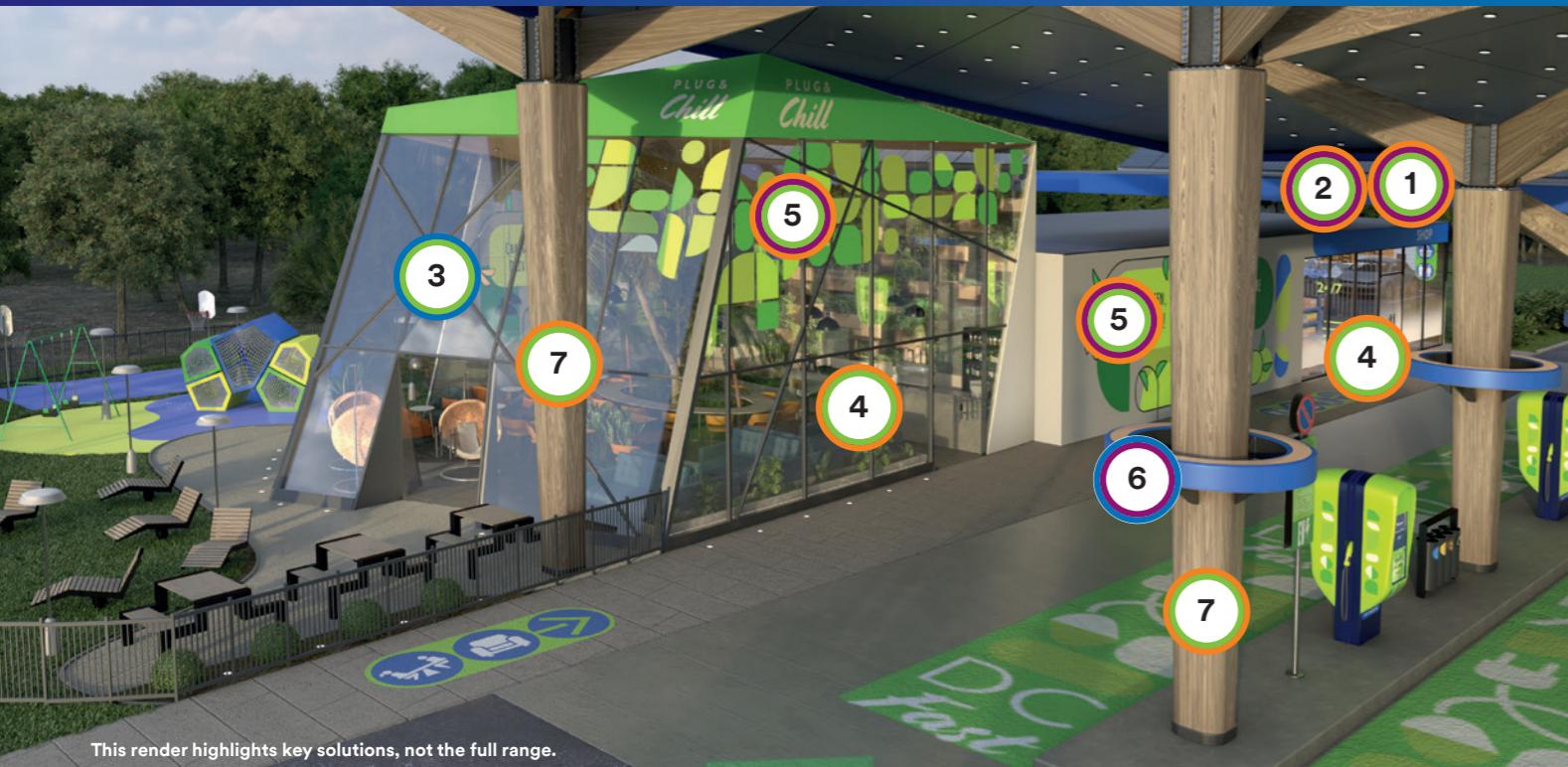
Upgrade or transform your space with 3M's solutions, designed to elevate branding, durability, and sustainability. Design from the ground up, creating a cutting-edge, sustainable experience for every driver.

**Your station is more than just a stop – it's an experience.**

- **Branding power:** Showcase bold graphics, signage, and finishes that amplify your refreshed brand identity.

- **Seamless personalisation and design:** Enhance both interiors and exteriors with graphics, custom signage, building window film and decorative films such as DI-NOC™ finishes for interior and exterior surfaces and Fasara™ finishes for glass. DI-NOC™ finishes for canopies and shelters offer a sleek, durable, and customisable touch, resisting daily wear while delivering a modern, professional look.
- **Revitalising impact:** Refresh interiors and exteriors with durable 3M films. No complete overhaul needed.
- **Bring the interior to life:** Elevate your convenience stores and amenities with eye-catching graphic solutions to give consumers a memorable shopping experience. Whether it's a glass, aluminium, composite or brick surface, 3M graphics solutions will communicate your message to customers.
- **Built to last:** High-performance, low maintenance solutions minimise downtime, withstand heavy use, weather conditions, and protect surfaces.
- **Sustainability:** Refreshing instead of replacing is a smarter, more sustainable choice. DI-NOC™ finishes and Fasara™ finishes allow you to revamp existing surfaces, reuse materials, and reduce material waste and the need for incineration or landfill without major renovations.

## 3M graphic solutions for upgrading EV charging station



### Charging stations upgrade

Application	#	3M solution	Functionality	Aesthetics	Identification	Sustainability
Signage for totem and convenience store entrance	1	Translucent - 3730		○	○	○
	2	Flexible Substrate - Panographics		○	○	○
Convenience store – windows and (glass) doors protection	3	Sun Control films - Prestige 70 exterior	○			○
Convenience store – windows and (glass) doors decoration	4	FASARA™ films		○		○
Convenience store – exterior branding and decoration	5	Non-PVC Print Wrap Film - LX/SV480		○	○	○
	6	Opaque Color film - SC100	○	○	○	○
Canopies and shelters personalisation	7	DI-NOC™ Exterior films		○		○

### Charging stations upgrade

Application	#	3M solution	Functionality	Aesthetics	Identification	Sustainability
Convenience store – windows and (glass) doors decoration	1	FASARA™ films		○		○
Convenience store – exterior branding and decoration	2	Print wrap film - IJ180mc		○	○	○
	3	Non-PVC Print Wrap Film - LX/SV480		○	○	○
Convenience store – interior branding and decoration	4	Print wrap film - PL50mc partially biobased film		○		○
	5	DI-NOC™ films		○		○

Go-To-Portfolio-List	Main applications area	Main recommended products*	Product description	Product family	Functionality	Aesthetics	Identification	Sustainability
EV chargers wrapping	EV chargers panels decoration - Digital print films	Envision™ SV480 and LX480 <sup>⑦</sup>	Non-PVC premium wrap film	Digital Print Film – Premium		●		●
		IJ180mC-10 LSE	Premium wrap film for low surface energy substrates	Digital Print Film – Premium		●		
		IJ180mC-10	Premium wrap film	Digital Print Film – Premium		●		
		IJ280	Premium wrap film with highest conformability	Digital Print Film – Premium		●		
		580, 680CR, 780	Reflective film range	Digital Print Film – Premium		●	●	
		Envision™ PL50mC <sup>⑪</sup>	Promotional and ultra removable partially biobased film	Digital Print Film – Premium		●		●
		Envision™ 48 <sup>⑫</sup>	Non-PVC High Performance	Digital Print Film – Intermediate		●		●
		IJ40; 40C	High Performance	Digital Print Film – Intermediate		●		
		IJ35	Basic film	Digital Print Film – Intermediate		●		
		IJ20	Promotional film	Digital Print Film – Intermediate		●		
	EV chargers panels decoration – Colored films	SC100, CT180MC, 3650	Opaque premium colored films	Opaque Color Films		●	●	
		3630, 3730 <sup>⑬</sup>	Translucent colored Films	Illuminated Signage		●	●	
		2080	Car wrap color change film	Personal Auto		●		
		DI-NOC™ EX	DI-NOC™ for exterior	Architectural Finishes		●		
	EV chargers panels protection – Protective overlaminates	8588, 8590, 8993 <sup>⑯</sup>	Antigraffiti film	Digital print film – Premium	●			●
		Overlaminates family	Overlaminates	Digital Print Film – Premium & Intermediate	●	●		
	EV chargers glass displays protection - Protective films	S70X, S40X	Safety films	Architectural Finishes – Window film	●			
		Prestige 90 and 70 exterior <sup>⑯</sup>	Sun Control films	Architectural Finishes – Window film	●			●
EV charging stations identification	Stairs and platforms anti skid	SW 500, 600, 700 Series	Safety-Walk™	Floor Safety	●			
		SW 588, 688	Printable Safety-Walk™	Floor Safety	●		●	
	Floors wayfinding	IJ40, 3662 & 3647	Floor graphics	Digital Print Film – Intermediate			●	
	Walls and doors wayfinding	IJ180, Envision™ SV480 & LX480 <sup>⑦</sup>	Wall and doors graphics	Digital Print Film – Intermediate			●	
	Carport identification	580, 680CR, 780	Reflective film range	Digital Print Film - Premium		●	●	
	Illuminated Signage	3630, 3730 <sup>⑯</sup>	Translucent Colored Films	Illuminated Signage		●	●	●
		Panographics <sup>⑯</sup>	Flexible Substrate	Illuminated Signage			●	●
		SC100, CT180MC, 3650	Opaque premium colored films	Opaque Color Films		●	●	
	Vertical Signage	4090 Series <sup>⑯</sup>	3M™ Diamond Grade™	Vertical Signage	●		●	●
		3930 Series	3M™ High Intensity	Vertical Signage	●		●	
		7600 Series	3M™ Engineering Grade	Vertical Signage	●		●	
	Parking lots marking	6250	3M™ Pavement Marking Material	Pavement Marking	●		●	
		290	3M™ Raised Pavement Marker	Pavement Marking	●		●	
	Guardrail application	340 Series	3M™ Linear Delineation System	Vertical Signage	●		●	
	Roads marking	650, 730, 710, 721 Series	3M™ Temporary Stamark™ Tapes	Pavement Marking	●		●	
		380 Series	3M™ Durable Stamark™ Tapes	Pavement Marking	●		●	
New EV Charging Stations Design and Traditional Oil & Gas stations modernization	Signage for totem and convenience store entrance	3630, 3730 <sup>⑯</sup>	Translucent colored films	Illuminated Signage		●	●	●
		Panographics <sup>⑯</sup>	Flexible Substrate	Illuminated Signage		●	●	●
	Canopies and shelters decoration	DI-NOC™ EX	DI-NOC™ for exterior	Architectural Finishes		●		
	Convenience store windows and (glass) doors protection	Prestige 70, 40 exterior <sup>⑯</sup>	Sun Control Films	Architectural Finishes – Window film	●			●
		S800 (premium); S40 or S70	Safety and Security Fims	Architectural Finishes – Window film	●			
		AG4	Antigraffiti Film	Architectural Finishes	●			
	Convenience store windows and (glass) doors decoration	FASARA™ <sup>⑯⑰</sup>	FASARA™ Films	Architectural Finishes		●		●
		8150 clear view film	Highly transparent print film	Digital Print Film – Premium	●	●	●	
	Convenience store exterior branding and decoration	SC100, CT180MC, 3650	Opaque premium colored films	Opaque Color Films		●	●	
		LX/SV480 <sup>⑦</sup> , IJ180mC	Digital Print Films for Exteriors	Digital Print Film – Premium		●	●	●
		Solid color, metallic – DI-NOC™ EX	Architectural Finishes for Exteriors	Architectural Finishes		●		●
	Convenience store interior branding and decoration	PL50mC <sup>⑪</sup> , IJ40, Envision™ 48 <sup>⑫</sup>	Digital Print Films for Interiors	Digital Print Film – Premium		●		●
		DI-NOC™ <sup>⑯⑰</sup>	DI-NOC™ Films	Architectural Finishes		●		●
	IJ40, 3645	Floor graphics for Interiors	Digital Print Film – Intermediate				●	

\* See references – page 14

# Complete EV charging station graphics solutions

## Digital Print Films

- Customise with endless design and colour possibilities
- Deliver high reflectivity for increased impact and attention.
- Available in multiple thicknesses, non-PVC options such as 3M™ Envision™ Wrap Films.
- Adheres seamlessly to a wide range of surfaces – drywall, wood, brick, metal, plastic.
- Conforms to flat or curved surfaces, backed by 3M™ MCS™ Warranty for exterior durability.
- Pair with overlaminates for added durability, anti-graffiti, and scratch resistance.
- Some of our Non-PVC films earned the prestigious GREENGUARD Gold certification, which requires that products meet rigorous third-party testing standards for low emissions of volatile compounds into indoor environments<sup>14</sup>\*

## Protective Films

- Anti-graffiti solutions are protective layers, that minimise damage from graffiti and environmental wear.
- 3M™ Overlaminate provide UV protection, dirt resistance, and easy cleaning – keeps your graphics looking fresh.

## Opaque Coloured Films

- A wide range of vibrant colours – standard or custom shades with varied gloss levels.
- Perfect for branding and wayfinding – cut or screen print to suit your needs.
- Works on multiple substrates (metal, paint, plastic) and contours backed by 3M™ MCS™ Warranty.
- Combine with overlaminates for enhanced protection against scratches and graffiti.



## Vertical Signage

- Engineer Grade Sheeting: Ideal for non-critical signage.
- High-Intensity Prismatic Sheeting: Enhanced reflectivity for regulated traffic signs.
- 3M™ Diamond Grade™ Sheeting: Maximum brightness, returning nearly 60% of available light – double that of standard prismatic sheeting – for superior long-distance visibility.

## Pavement Marking

- 3M Road Studs: Durable, highly reflective, and impact-resistant markers for all-weather visibility on asphalt and concrete.
- 3M Road Marking Tapes: Pre-assembled for consistent quality, in various versions. Easy application without the need for heavy machinery. Once applied, can be rolled over immediately.<sup>15</sup>\*



## Floor Safety

- 3M Anti-Slip Tapes: Improve grip.
- Printable Tapes and Treads: Enhance safety while displaying branded messages cost-effectively.

## Translucent Films for Illuminated Signage

- Standard or custom colours with consistent vibrancy, day or night.
- High-quality, flexible substrates for durable indoor and outdoor signage.
- Printable films for branding and promotional graphics.
- Backed by the industry-leading 3M™ MCS™ Warranty for performance and longevity.

\* See references – page 14

## Architectural Finishes

- Tailor light, privacy and aesthetics with glass surface films, such as FASARA™ finishes, in over 100 designs.
- Decorative films, such as DI-NOC™ finishes, can be applied to diverse surfaces allowing you to stay ahead of trends.
- Contributes to LEED credits for sustainable buildings.<sup>15</sup>

## Window Films

- Safety and Security: Holds shattered glass together, enhancing safety.
- Sun Control: Helps reduce overheating, add UV protection and helps prevent glare.<sup>6</sup>



## References

- <sup>1</sup> Verbandes der Automobilindustrie (VDA). – German Automotive Industry Association
- <sup>2</sup> EY. (n.d.). Six essentials for mainstream EV adoption. Retrieved from [https://www.ey.com/en\\_gl/insights/energy-resources/six-essentials-for-mainstream-ev-adoption](https://www.ey.com/en_gl/insights/energy-resources/six-essentials-for-mainstream-ev-adoption)
- <sup>3</sup> International Energy Agency (IEA). (2024). Global EV outlook 2024: Outlook for electric vehicle charging infrastructure. Retrieved from <https://www.iea.org/reports/global-ev-outlook-2024/outlook-for-electric-vehicle-charging-infrastructure>
- <sup>4</sup> Global Market Insights. (n.d.). Europe electric vehicle charging station market. Retrieved from <https://www.gminsights.com/industry-analysis/europe-electric-vehicle-charging-station-market>
- <sup>5</sup> Euronews & European Commission. (2024). Electric vehicles: Could improved charging stations increase demand for EVs? Retrieved from <https://www.euronews.com/next/2024/12/03/electric-vehicles-could-improved-charging-stations-increase-demand-for-evs>
- <sup>6</sup> 3M™ Sun Control Window Film Prestige 70, 70 ext and 40 series are EPD registered. See details on [www.environdec.com](http://www.environdec.com)
- <sup>7</sup> 3M™ Envision™ Wrap Films LX480mC and SV480mC are manufactured using 58% less solvent when compared to IJ180Cv3, 8518, and 8519.
- <sup>8</sup> Reflective DG3 films reduce the need for sign lighting - Case study available upon request.
- <sup>9</sup> 3M™ Envision™ Translucent Film Series 3730 is optimised for use with LEDs and reduces electricity consumption for illuminated signs – Case study available upon request.
- <sup>10</sup> 3M™ Envision™ Flexible Substrate FS-1 is optimised for the use of LEDs and provides nearly twice the light transmission of unprocessed 3M™ Panographics™ III Wide Width Flexible Substrate. Case study available upon request.
- <sup>11</sup> 3M™ Envision™ Print Film PL50mC Product made from 40% bio-based materials, in part from non-food source corn, percentage based on film and adhesive only, according to ASTM D6866.
- <sup>12</sup> 3M™ Envision™ Wrap Film 48 is a non-PVC film.
- <sup>13</sup> Antigraffiti 8993 reduces the need for cleaning on a wrapped surface by 50% versus painted surface. Based on an independent 3rd party research for a leading Rail operator. NS / Dekra presented at Elcomat 2018 for 180mc and SG8993.
- <sup>14</sup> 3M™ Envision™ Wrap Films LX480mC and SV480mC, 3M™ Envision™ Print Film PL50mC are GREENGUARD Gold certified, which requires that products meet some of the world's most rigorous third-party testing standards for low emissions of volatile compounds into indoor environments.
- <sup>15</sup> LEED certification is backed by the U.S. Green Building Council. LEED certified projects demonstrate adherence to prerequisites and credits that address carbon, energy, waste, transportation, materials, health, and indoor environmental quality. For more information, visit: LEED rating system | U.S. Green Building Council.
- <sup>16</sup> CPX measurements of pavement markings, Müller-BBM GmbH, report no. M82 085/1 of 17 November 2009, presentation by 3M Germany GmbH.
- <sup>17</sup> DI-NOC™ finishes and FASARA™ finishes allow you to revamp existing surfaces, reuse materials, and reduce material waste and the need for incineration or landfill without major renovations.

# Your EV branding journey: Tailored for your needs

Ensure high-quality, consistent results by working with reliable 3M graphic partners and qualified installers who meet 3M's standards. You will receive expert support for projects of any scale – from single charger wrapping to full EV charging station personalisation and design.

## 1 Choose your graphics partner

- Work with experts who ensure precision, durability, and easy application – at any stage of your project.

## 2 Design and branding

- Have a design ready?  
You can skip this step.
- Need guidance?  
Specialists help define scale, coverage and imagery – whether it's full wraps, partial wraps or decals.

## 3 Film selection

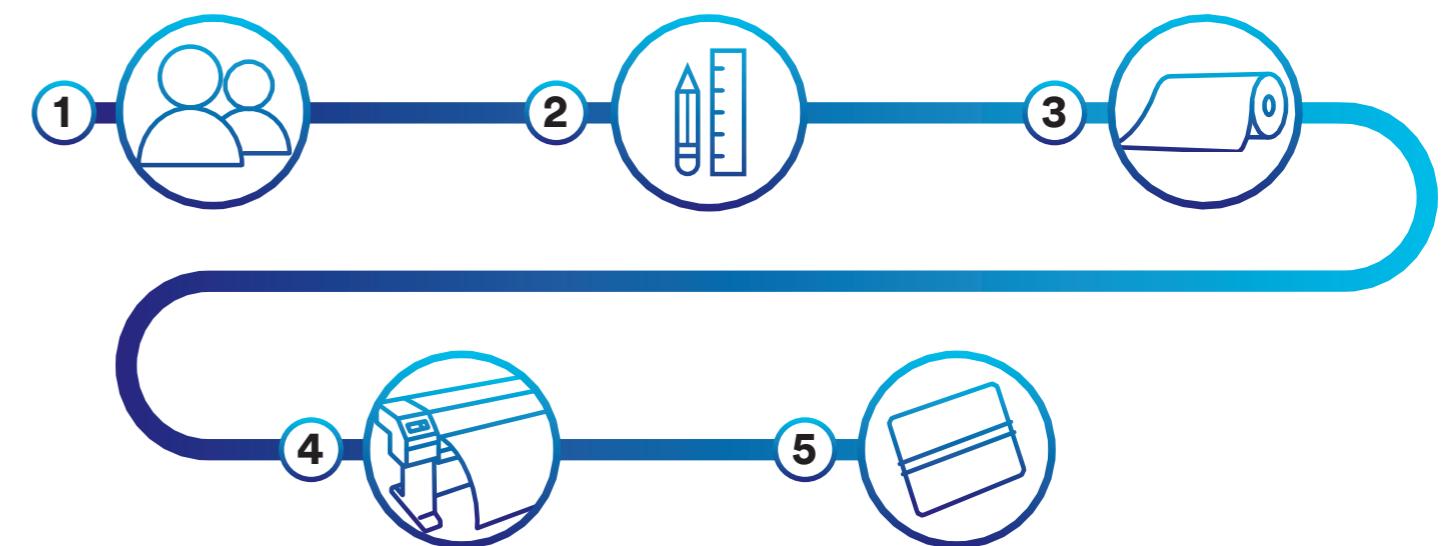
- The right material is chosen based on your requirements, considering factors like installation ease, long-term durability, removability, and resistance to weather and UV.

## 4 Proof and production

- Graphics are precisely printed and cut, with proofs provided for review before production.

## 5 Preparation and installation

- Professional installers handle preparation and application with minimal downtime, ensuring a smooth, long-lasting result.



Get your EV chargers and stations branded and ready for the long haul.

# Bold branding. Tough protection. Clear identification.

The future of EV charging isn't just about function – it's about impact. Your stations should turn heads, withstand the elements, and deliver long-term value. With decades of expertise in graphic innovation, 3M helps you achieve all three.



## Why 3M?

-  **Graphics that last** – Weather-resistant wraps and coatings built to withstand UV, wear and tear.
-  **Endless customisation** – A wide range of colours, materials and print films for bold branding and unique designs.
-  **Expert execution, every time** – Installed by qualified professionals, ensuring high-quality, precision and consistent application.
-  **Seamless end-to-end support** – From material selection to application, get expert guidance at every step from 3M Graphic partners.
-  **Proven performance, guaranteed** – Backed by the 3M™ MCS™ Warranty for reliability and peace of mind.
-  **Sustainability edge** – Reduce energy use and material waste. Sun control, reflective, and illuminated films improve energy efficiency, while DI-NOC™ and FASARA™ refresh surfaces without replacement, minimising landfill waste and contributing to LEED Credits.

With 3M, your EV chargers do more than power vehicles –  
**they enhance spaces, amplify brands, and stand the test of time.**



3M Commercial Branding & Transportation

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