



3M™ VHB™ Tape Max Series

Digital Toolkit
United States

For Authorized 3M Distributors and Converters
July 2026



3M™ VHB™ Tape Max Series Summary

Overview

A suite of ready-to-use assets designed to help **highlight the value of 3M™ VHB™ Tape Max solutions**. These materials are intended to visually communicate key benefits and support broader market awareness through a range of channels, including video, social media, and banner placements.

PURPOSE

Purpose

Provide easy-to-use, pre-developed, co-brandable assets that help drive awareness and engagement across the converter industry.

Call to Action

Incorporate these assets into your marketing campaigns to help amplify awareness and communicate the benefits of 3M™ VHB™ Tape Max.



If you have any questions or need any assets cobranded, please contact your **3M Sales Representative**.

WHAT'S INCLUDED?

Introduction

Product Information

[Product Data Package](#)

[Technical Data Sheet](#)

Training and Sales

[Brochure](#)

[Sales Guide](#)

[External Presentation](#)

Marketing and Advertising

[Video](#)

[Social Ads](#)

[Product Imagery](#)

[Frequently Asked Questions](#)

[Email Template \(customer outreach\)](#)

3M™ VHB™ Tape Max Series Summary

Max-060GF, Max-110GF, Max-160GF, Max-230GF, Max Promoter ½ Pint, Quart, Gallon



Industries

- OEM Equipment
- Box Trucks / Dry Vans
- Appliance
- Building Components
- Bus
- Specialty Vehicle
- HVAC
- General Industrial
- Auto Display

Applications

- Interior & Exterior:
- Panel to Frame
 - Stiffener Attachments
 - Bracket Attachments
 - Rub Rails and Trim
 - Dissimilar Material Bonding
 - General Static Load Applications

Substrates

- High surface energy (HSE) - such as stainless steel
- Medium surface energy (MSE) plastics and coatings - such as ABS

Product Design

- 0.6mm, 1.1mm, 1.6mm, and 2.3 caliber thicknesses
- Gray foam core
- Clear adhesion promoter – ½ pint, quart, and gallon containers
- Adhesion promoter must be used with tape

Key Features

- High strength bonding system up to 470psi (3.24 Mpa) OLS
- Design flexibility – do more with less!
- Immediate handling strength
- Maintains viscoelasticity and stress relaxation properties



3M™ VHB™ Tape Max offers greater design flexibility over alternative options

 Engineers often face limitations with mechanical fasteners, messy adhesives, and other tapes. The 3M™ VHB™ Tape Max Series addresses these limitations through advanced adhesive technology that takes acrylic foam tape performance to the next level.

To users of...



Mechanical Fasteners

- Eliminates drilling, screwing, welding, and clean-up
- Creates a permanent seal against water, moisture, and more
- Allows use of thinner, lighter weight materials
- Bonds dissimilar materials
- Uniform stress distribution



Liquid Adhesives

- Clean handling, no ooze-out or mess
- Bonds on contact to provide immediate handling strength
- Less waste, no purging that is common for liquid adhesives
- No applicators or equipment necessary, lowering costs
- Maintains bond line consistency and provides gap filling up to 2.3mm



Other Acrylic Foam Tapes

- At least 2 times stronger than standard acrylic foam tapes
- Lower material costs may be associated with less tape usage
- Improves design flexibility by enabling narrower bond lines and less total bond area while achieving similar strength performance



Product Information

3M™ VHB™ Tape Max Series

Product Data Package

Download the Product Data Package to get necessary information to set up the products in your systems.



[Click to download product data](#)



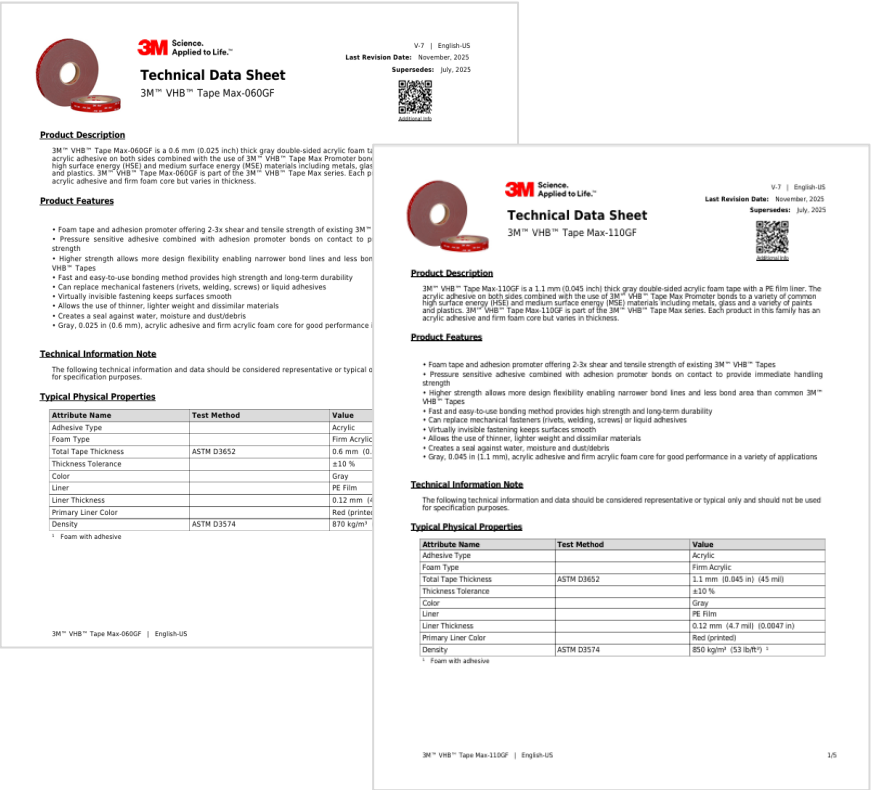
3M™ VHB™ Tape Max Series

Technical Data Sheets

A technical data sheet provides the essential technical specifications and performance information needed to evaluate and use a product correctly.

How to use this asset

Link to the product on your site so customer can access if they need technical specifications and performance information



Product	Data Sheet Link
3M™ VHB™ Tape Max-060GF	Link
3M™ VHB™ Tape Max-110GF	Link
3M™ VHB™ Tape Max-160GF	Link
3M™ VHB™ Tape Max-230GF	Link
3M™ VHB™ Max Promoter	Link

Search 3M TDS database [TDS - Search \(3m.com\)](#)



A solid red vertical bar is positioned to the left of the text.

Training and Sales

3M™ VHB™ Tape Max Series

Brochure

A brochure is a promotional document that highlights the key features, benefits, and value of an offering. Channel partners can use it to support customer conversations and share a clear overview of the solution.

How to use this asset

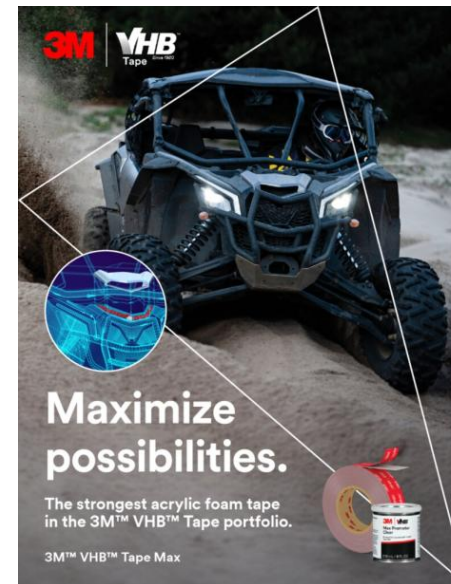
Post on your website or on social media, use at a tradeshow, use for internal training or customer meetings and more.

Brochure



[Click to view and download](#)

Channel Brochure



[Click to view and download](#)

*Can be customized with
distributor logo and contact*

3M™ VHB™ Tape Max Series

Sales Guide, External Presentation

Utilize the sales guide and external presentation to deliver a clear, structured overview of an offering to external audiences, helping support sales discussions, partner enablement, and customer education.

3M Sales & Channel Sales Guide



[Click to view and download](#)

3M External Presentation



[Click to view and download](#)

Marketing and Advertising

3M™ VHB™ Tape Max Series

NEW

Video

Utilize these product videos highlighting the strength of 3M™ VHB™ Tape Max.

How to use this asset

Post on your website or on social media, use at a tradeshow, use for internal training or customer meetings and more.



Hero Video

Long video – [click to open and download](#)

1 minute, 38 seconds

Short video – [click to open and download](#)

39 seconds



Product Video

[Click to open and download](#)

31 seconds

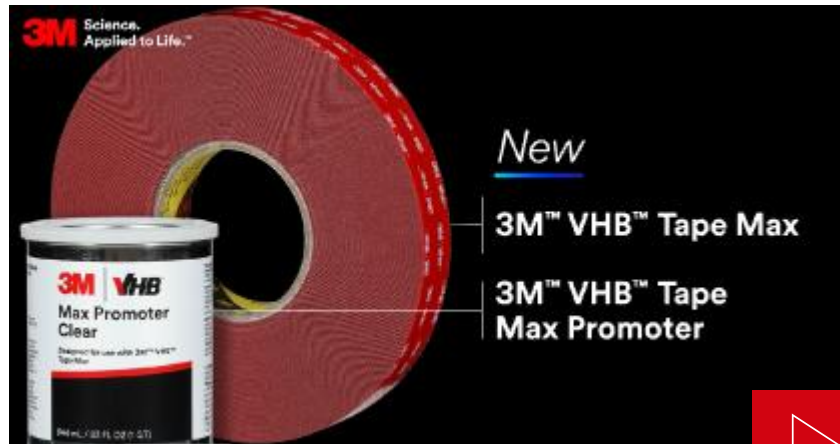
3M™ VHB™ Tape Max Series

Video

Utilize these product videos highlighting 3M™ VHB™ Tape Max.

How to use this asset

Post on your website or on social media, use at a tradeshow, use for internal training or customer meetings and more.



[Social Video](#)
51 seconds



[Demo Video](#)
2 minutes, 44 seconds

3M™ VHB™ Tape Max Series

NEW

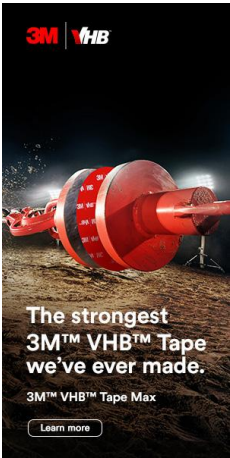
Programmatic Display Banners

Banner advertisement sizes can be used strategically across digital channels to maximize visibility, engagement, and performance. Different sizes serve different placements and purposes, so using a mix of formats helps create a more effective campaign.

Size	Common Use Area	Typical Purpose
1200x627	Social/display placements, especially native and link-preview style environments	Broad awareness, campaign promotion, strong visual storytelling
950x300	Horizontal banner placements on desktop web pages or content platforms	Brand visibility, promotional messaging, traffic-driving campaigns
300x600	Sidebar or half-page ad placements on desktop websites	High-impact display advertising with more room for messaging and visuals



1200 x 627
[3M Branded Channel Ready](#)



300x 600
[3M Branded Channel Ready](#)



950 x 300
[3M Branded Channel Ready](#)



1200 x 627
[3M Branded Channel Ready](#)



950 x 300
[3M Branded Channel Ready](#)



300x 600
[3M Branded Channel Ready](#)

3M™ VHB™ Tape Max Series

NEW

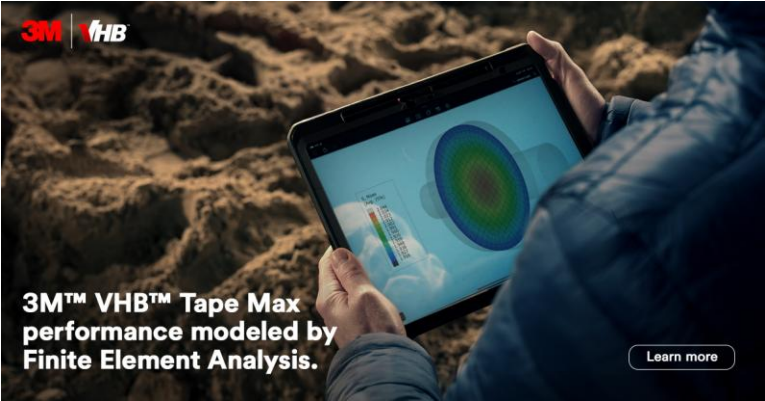
Programmatic Display Banners (FEA)

Banner advertisement sizes can be used strategically across digital channels to maximize visibility, engagement, and performance. Different sizes serve different placements and purposes, so using a mix of formats helps create a more effective campaign.

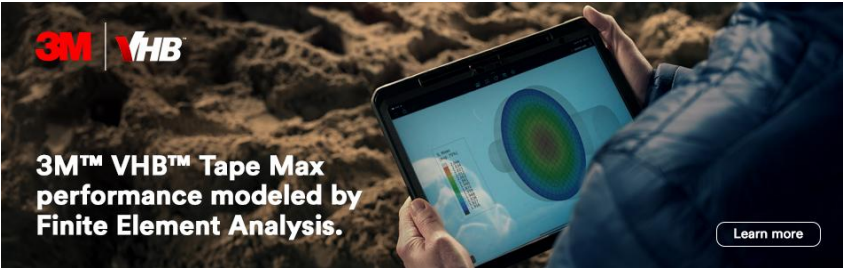
Size	Common Use Area	Typical Purpose
1200x627	Social/display placements, especially native and link-preview style environments	Broad awareness, campaign promotion, strong visual storytelling
950x300	Horizontal banner placements on desktop web pages or content platforms	Brand visibility, promotional messaging, traffic-driving campaigns
300x600	Sidebar or half-page ad placements on desktop websites	High-impact display advertising with more room for messaging and visuals



300x 600
[3M Branded Channel Ready](#)



1200 x 627
[3M Branded Channel Ready](#)



950 x 300
[3M Branded Channel Ready](#)

3M™ VHB™ Tape Max Series

NEW

Landing Page Headers

Landing page headers are top-of-page visual and messaging elements used to capture attention and quickly communicate the main value or purpose of the page.



Desktop: 1440 x 450
[Channel Ready](#) – add your logo



Tablet: 960 px wide
[Channel Ready](#) – add your logo



Mobile: 767 px wide
[Channel Ready](#) – add your logo

3M™ VHB™ Tape Max Series

NEW

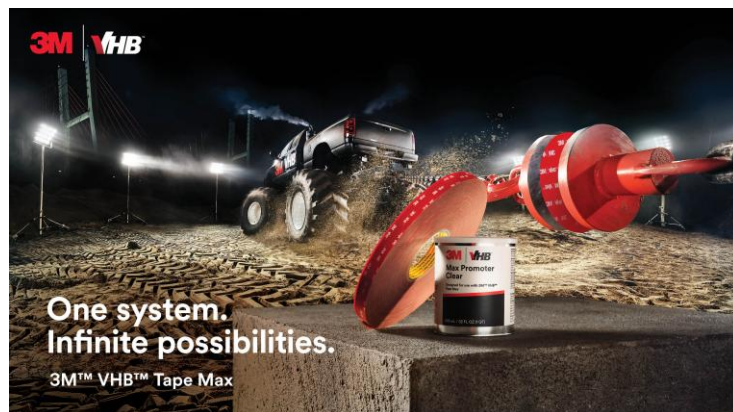
Print Advertisements

Use to promote products, services, or brand messages in physical publications or printed materials to reach target audiences offline.

Half-Page Ad



[3M Branded Channel Ready](#)



[3M Branded Channel Ready](#)

Full-Page Ad



[3M Branded Channel Ready](#)



[3M Branded Channel Ready](#)

3M™ VHB™ Tape Max Series

Social Advertisements | Dissimilar Substrates

Utilize the social media imagery and suggested copy to create your own social media posts.

How to use this asset

Please select from provided copy/text and resize images to create your posts. Imagery is generally formatted for LinkedIn. See suggested copy and imagery link below.



[Download](#)



[Download](#)



[Download](#)



[Download](#)

Social Ad Copy

Elevate Your Designs with Superior Bonding

Say goodbye to drilling, welding, and cleanup! The 3M™ VHB™ Tape Max Series provides a clean, efficient solution for bonding various substrates. Ideal for industries like transportation, construction, and electronics, this tape ensures a secure bond that withstands environmental challenges. Click the Link to learn more:

#DesignInnovation #3MVHBTape #Efficiency #IndustrialAdhesives

Transform Your Bonding Techniques

Unlock new possibilities with the 3M™ VHB™ Tape Max Series. This advanced tape offers exceptional durability and enhanced vibration and noise dampening properties. Perfect for bonding dissimilar materials, it ensures a strong, reliable bond that stands the test of time. Click the Link to learn more:

#BondingInnovation #3MVHBTape #Durability #EngineeringSolutions

3M™ VHB™ Tape Max Series

Social Advertisements | Assembly Speed

Utilize the social media imagery and suggested copy to create your own social media posts.

How to use this asset

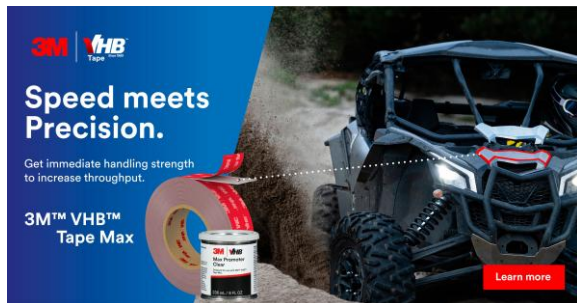
Please select from provided copy/text and resize images to create your posts. Imagery is generally formatted for LinkedIn. See suggested copy and imagery link below.



[Download](#)



[Download](#)



[Download](#)



[Download](#)

Social Ad Copy

Streamline Your Assembly Process

Maximize your efficiency with the 3M™ VHB™ Tape Max Series. This powerful double-sided tape adheres immediately upon application, reducing the need for clamping and fixturing. Achieve faster assembly times and superior results across multiple sectors with this innovative bonding solution. Click the Link to learn more:

#AssemblyEfficiency #3MVHBTape #Innovation
#ManufacturingSolutions

Enhance Your Bonding Process!

Discover the power of the 3M™ VHB™ Tape Max Series, designed to replace traditional fasteners like rivets, welds, and screws. Achieve a seamless finish and streamline your production process with ease. Perfect for bonding dissimilar materials, this tape offers superior shear strength and long-term durability. Click the Link to learn more:

#BondingSolutions #Innovation #3MVHBTape #Manufacturing

3M™ VHB™ Tape Max Series

Social Advertisements | High Strength

Utilize the social media imagery and suggested copy to create your own social media posts.

How to use this asset

Please select from provided copy/text and resize images to create your posts. Imagery is generally formatted for LinkedIn. See suggested copy and imagery link below.



[Download](#)



[Download](#)



[Download](#)



[Download](#)

Social Ad Copy

Achieve More with Less Effort

Experience the advanced technology of the 3M™ VHB™ Tape Max Series. Offering high strength and ease of use, this tape is perfect for critical applications where failure is not an option. Enhance your production efficiency and explore new design possibilities with this versatile bonding solution. Click the Link to learn more:

#Productivity #3MVHBTape #AdvancedAdhesives #Engineering

Innovate with Confidence

The 3M™ VHB™ Tape Max Series is your go-to solution for high-strength bonding. Designed to resist higher stress loads, this tape is ideal for critical applications in industries like automotive, aerospace, and construction. Achieve superior results with ease and reliability. Click the Link to learn more:

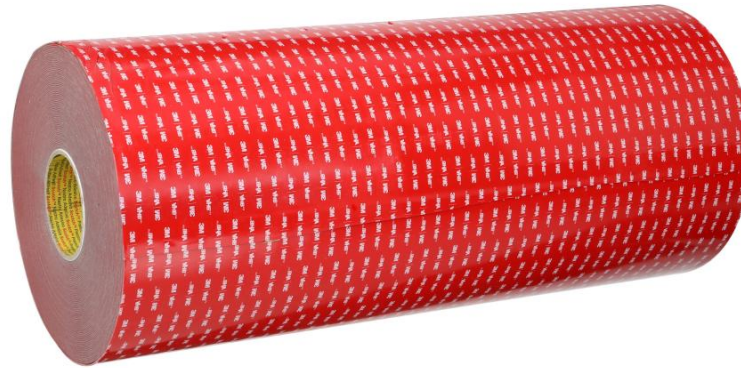
#HighStrengthBonding #3MVHBTape #IndustrialAdhesives #Innovation

3M™ VHB™ Tape Max Series

Product Images



[Download](#)



[Download](#)



[Download](#)



[Download](#)



[Download](#)



[Download](#)

3M™ VHB™ Tape Max Series

Frequently Asked Questions

Q1: What is the 3M™ VHB™ Tape Max Series?

A1: The 3M™ VHB™ Tape Max Series is a fast and easy-to-use permanent bonding system that provides high bond strength up to 470psi in overlap shear for the most demanding applications. This system is designed to replace mechanical fasteners, welding, or liquid adhesives.

Q2: What are the key features of the 3M™ VHB™ Tape Max Series?

A2: The key features include high bond strength (up to 470psi) and greater design flexibility, allowing for narrower bond lines and less total bond area required to achieve similar strength compared to standard acrylic foam tapes.

Q3: What thicknesses are available in the 3M™ VHB™ Tape Max Series?

A3: The Max Series is available in four thicknesses:

Max-060GF: 0.6 mm (0.025")

Max-110GF: 1.1 mm (0.045")

Max-160GF: 1.6 mm (0.062")

Max-230GF: 2.3 mm (0.090")

Q4: How does the 3M™ VHB™ Tape Max Series compare to traditional fasteners?

A4: 3M™ VHB™ Tape Max Series allows the use of thinner, lighter weight, and dissimilar materials. It creates a permanent seal against water, moisture, and more. Due to its high bond strength, this system can be used to replace mechanical fasteners in the most demanding applications.

Q5: What industries can benefit from using the 3M™ VHB™ Tape Max Series?

A5: The 3M™ VHB™ Tape Max Series is ideal for a wide range of industries, including transportation, building construction, appliance, and more. It is suitable for bonding panels to frames, attaching brackets, and other critical mounting applications.

Q6: Does the 3M™ VHB™ Tape Max Promoter need to be used with the 3M™ VHB™ Tape Max Series?

A6: The 3M™ VHB™ Tape Max Promoter is designed to be used with the 3M™ VHB™ Tape Max Series to ensure optimal performance for the most demanding conditions.

Q7: Can the 3M™ VHB™ Tape Max Series be used on different substrates?

A7: Yes, the 3M™ VHB™ Tape Max Series provides excellent adhesion to a wide range of materials, including medium and high surface energy substrates, making it versatile for various bonding applications.

Q8: How can I request a sample of the 3M™ VHB™ Tape Max Series?

A8: To request a sample, please visit www.3M.com/VHBmax or contact your 3M sales specialist. Our team will be happy to assist you in getting started.

Q9: Where can I find more information about the 3M™ VHB™ Tape Max Series?

A9: For more information, please visit <https://engage.3m.com/max> or reach out to your local 3M representative.

3M™ VHB™ Tape Max Series

Email Template

Subject: Check Out 3M™ VHB™ Tape Max Series – Request a Sample!

Hi [Customer Name],

I hope you're doing well. I wanted to share some exciting news from our team here at 3M. We've just launched the 3M™ VHB™ Tape Max Series, and I think it could be a great fit for your projects.

Here's how it can help:

Improved Bonding Strength: If you've been dealing with weak bonds, this tape offers superior strength (2-3 times the shear strength of regular 3M™ VHB™ Tapes), eliminating the need for traditional fasteners.

Efficiency Gains: The Max Series allows for higher strength and innovative designs, potentially saving you time and costs.

Reliability: Designed for critical applications, it ensures dependable performance where failure isn't an option.

Enhanced Adhesion: The specialized promoter is formulated to work with the Max Series, ensuring optimal performance even in demanding conditions.

Available Thicknesses:

Max-060GF: 0.6 mm (0.025")

Max-110GF: 1.1 mm (0.045")

Max-160GF: 1.6 mm (0.062")

Max-230GF: 2.3 mm (0.090")

I believe the 3M™ VHB™ Tape Max Series could address some of the bonding challenges you've been facing and make your work more efficient.

Interested in trying it out? CTA Button: [Request a Sample](#)

Let me know if you have any questions or need more information. I'd be happy to help.

Best regards,



Thank you.