

The right tape to
get the job done

External Training





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Challenges our customers face in masking 

Learning from a VOC with 338 customers 

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Customer Focused Selling Guide 



**Do you ever have
issues with masking?**

Do you ever have issues with masking?

Slivering

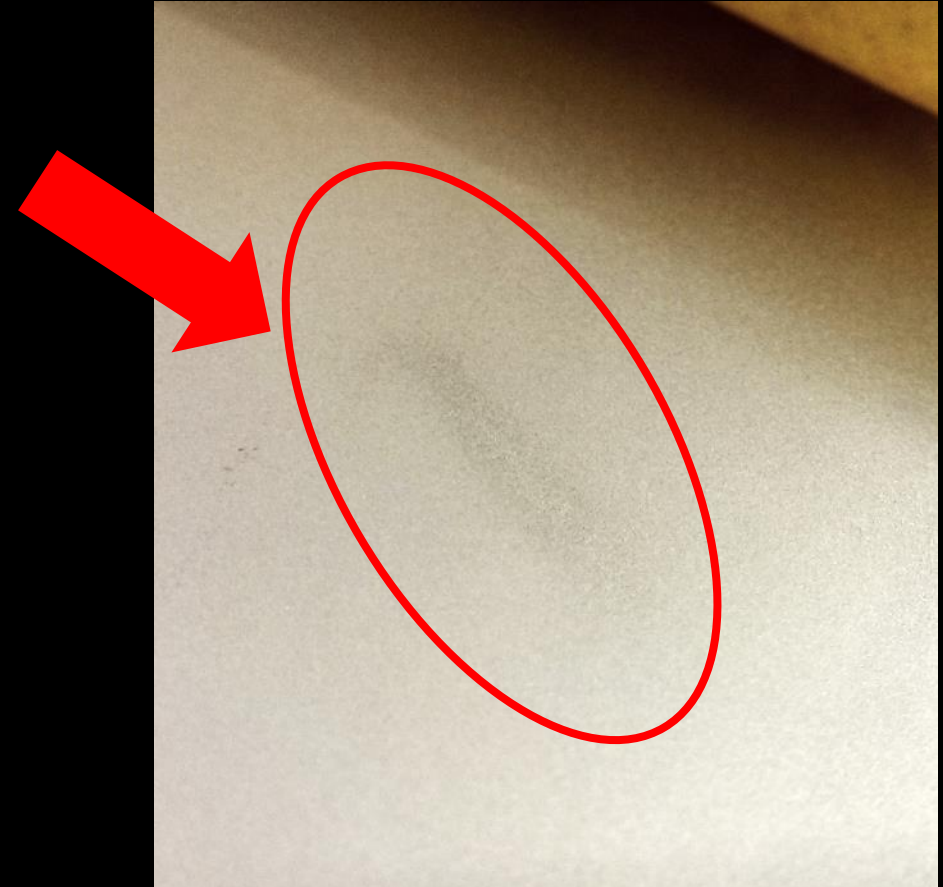
- Definition: Unwanted tears or splits. It can happen right off the roll, but also during removal/unmasking.
- Why does this happen?: Weakened backing construction, influenced by the age of tape, length of application, chemicals, weather, etc.
- 3M solution: Remove tape as soon as possible (ideally, after bake cycle while it is still warm) and/or upgrade move to a higher adhesion tape such as **233+**, **388N**, **3434**



Do you ever have issues with masking?

Blow-by/Overspray

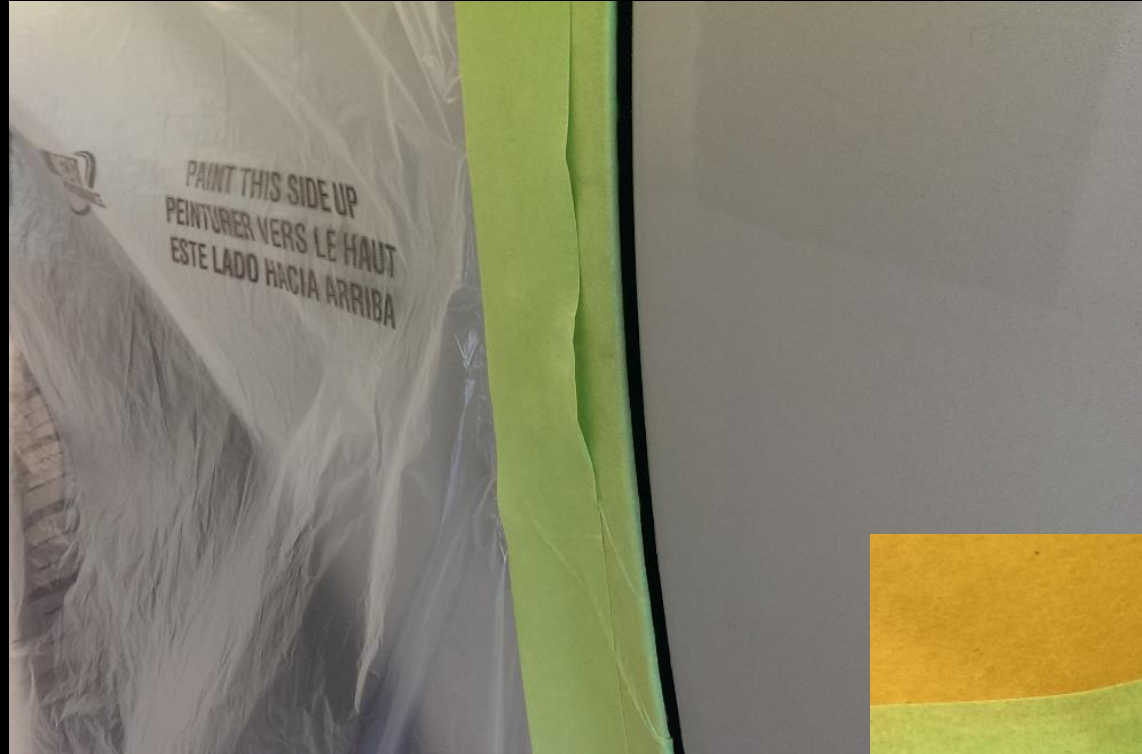
- Definition: poorly adhered tape releases from substrate or from itself
- Why does this happen?: not sealing all edges & corners of panel (i.e. not wetting the tape out, low adhesion/holding power tape, or just not using enough tape)
- 3M solution: training on proper masking needed and/or upgrade move to a higher adhesion tape such as **233+**, **388N**, **3434**



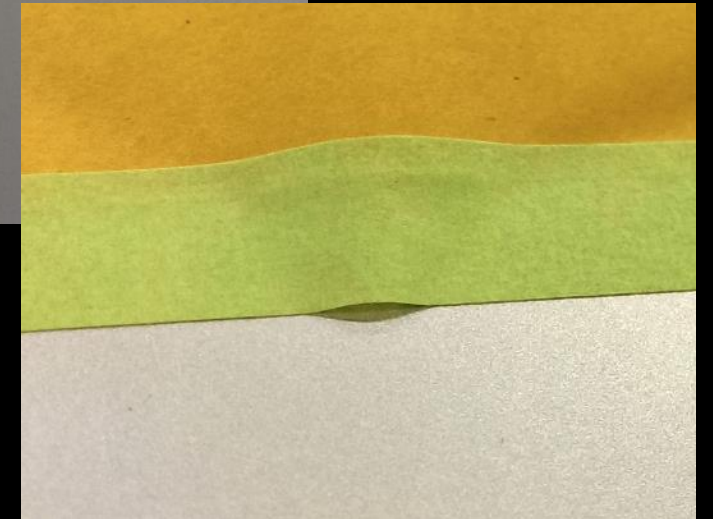
Do you ever have issues with masking?

Lifting

- Definition: Poorly adhered tape releases from substrate or from itself
- Why does this happen?: not wetting the tape out, low adhesion/holding power tape
- 3M solution: move for a higher adhesion tape such as **233+, 388N, 3434**



Forced failure with 233+ for demonstrative purposes



Do you ever have issues with masking?

Paint Line/Bleed Through

- Definition: poor masking tape performance allowed paint seepage
- Why does this happen?: Poor masking tape performance – i.e. waterborne paint w/ paper tape
- 3M solution: Fine line tapes like 471+, Precision Masking Tape



Paper tape w/
waterborne basecoat

Do you ever have issues with masking?

Sealer Creep

- Definition: hazy gray band of primer sealer in jambs
- What about it?: indicates the vehicle has been refinished = diminished value
- Why does this happen?: primer sealer can travel further into a jamb than basecoat because of its viscosity
- 3M solution: **3M™ Smooth Transition Tape** (used in combination with Soft Edge Foam Tape)



3M™ Smooth
Transition Tape

Do you ever have issues with masking?

Hard Line (in jamb)

- Definition: visible hard paint edge in jamb
- What about it?: indicates the vehicle has been refinished = diminished value
- Why does this happen?: solution not known to customer, hard line is acceptable, or poor success with foam tapes caused them to return to this method
- 3M solution: 3M™ Smooth Transition Tape and Soft Edge Foam Masking Tapes



Psst! A hard, clean line on a color separation is good!

These are challenges that shops face and they impact shop efficiency and bottom line.

Masking is probably the *most undervalued* process in the whole refinish process – yet it is one of the *most time-consuming* and at the end of the day, it is *decisive for the overall quality* and possible reworking.



Voice of Customer

Our goal: To develop a better understanding of the daily challenges faced by our customers, to create a masking SOP and to identify opportunities for improvement.

- Asked shops how they perceive paint shop performance, and looked for trends related to quality of product, regardless of the products & brands in use.

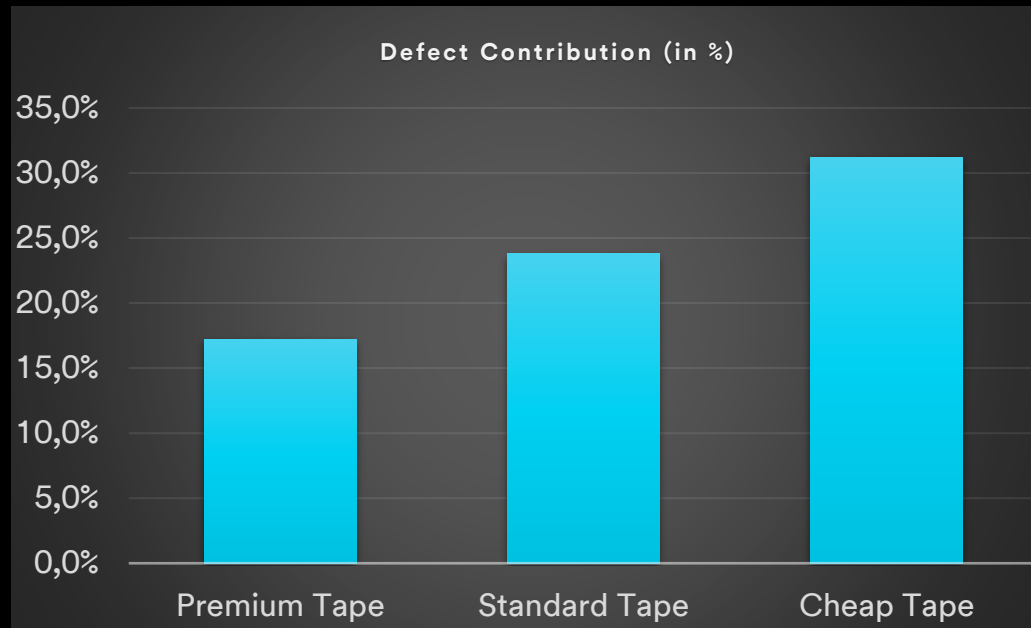
Result: 338 customers were interviewed (body shops)

We then statistically examined the inputs to create a more objective understanding.



Statistical Evaluation of the Quality of the Tape Used

Significant factors on potential defects & influences on the quality of the paint job



Premium Masking Tapes have i.e. a release coating to enhance water and solvent resistance, or a primer layer that will anchor the adhesive to the backing.

Clear correlation between the tape used and the amount of rework required (defects)!

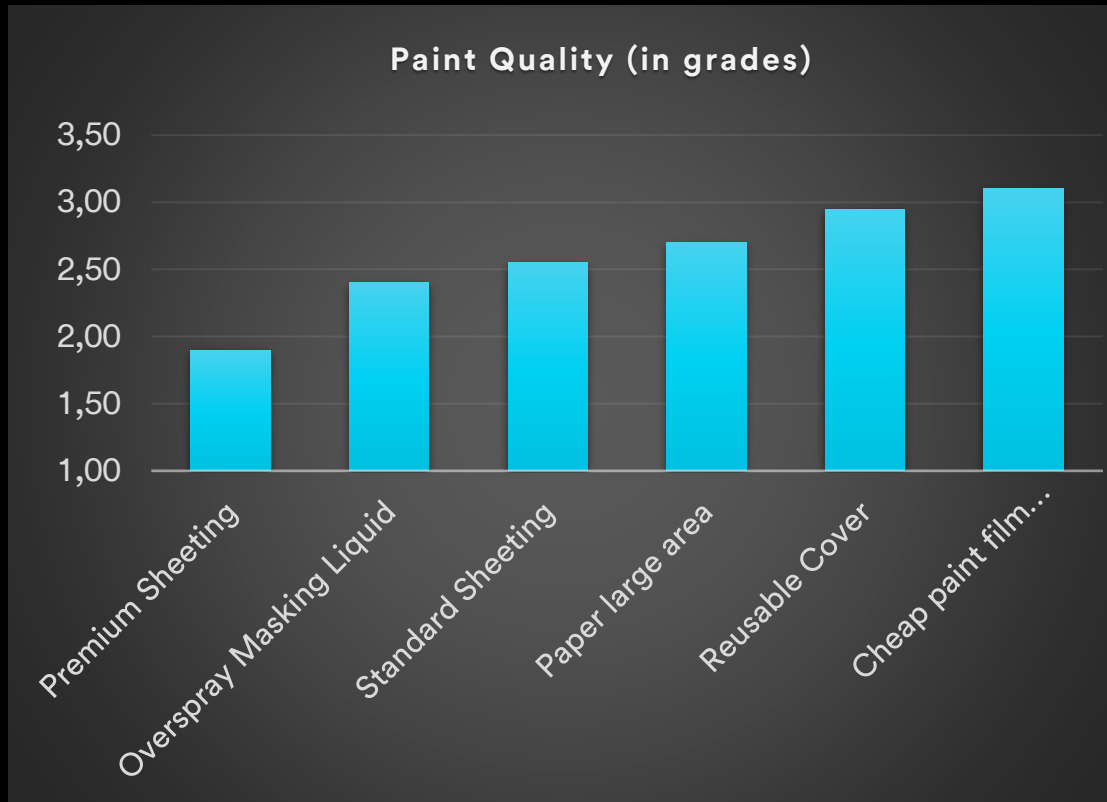
→ less rework is required when using premium tapes (like removing adhesive residue or peeling off paper traces).

X – Which tape is in use?

Y - Defect contribution (adhesive residue ,slivering, seperation of backing, overspray...)

Statistical Evaluation of Cover Material Used

Significant factors on potential defects & influences on the quality of the paint job



X – Which kind of CMF used?

Y – Quality of result (grades 1= very good / 6= very bad)

Best paint quality: Use of Premium Clear Masking Film!

The surface of 3M Masking Films are specially treated, which helps paint & dirt adhere to it and prevents flaking.

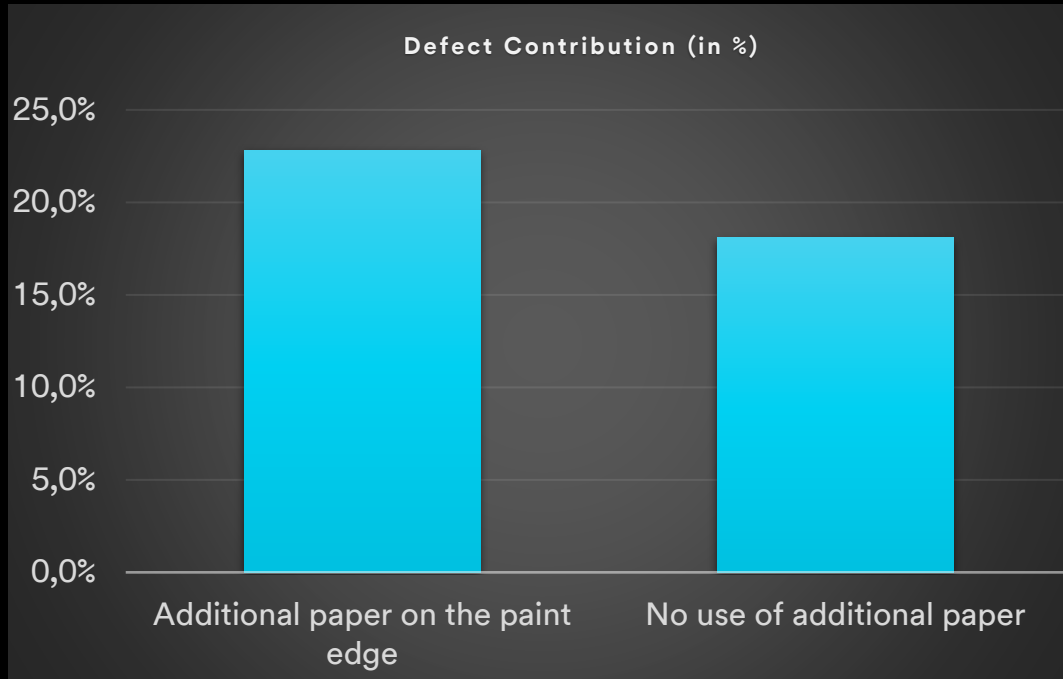
Using a premium Clear Masking Film is profitable in the overall and long-term perspective

→ Less dirt / nibs in paintwork = Less finishing work

Statistical Evaluation of the Use of Additional Masking Paper



Significant factors on potential defects & influences on the quality of the paint job



X - Do they using additional paper?
Y - Defect contribution of result

The quality of the painting result is much better without the use of additional masking paper!

The special surface treatment of 3M Masking Films helps dust & paint overspray from the basecoat to adhere. When spraying clear coat, they won't get blown into the fresh paint.

Instead of a combination of film and paper, use Premium Masking Films *only* as they easily pay for off due to shorter masking time and reduced rework.

→ Less dirt / nibs in paintwork = Less finishing work

Statistical Evaluation of the Use of Additional Masking Paper



Significant factors on potential defects & influences on the quality of the paint job. Note how The dust (guide coat used for demonstration purposes) clings to the plastic sheeting and is less likely to fall into your paint job – less rework later in the process

Click here to
watch the
video!



Time Comparison: Paper vs. Plastic Sheeting

Option	Method	Time
1	Tape & Paper	15.5 minutes
2	Tape, Paper, & Sheeting	7.5 minutes
3	Tape & Sheeting	4.5 minutes



Time based on 3M internal test of minor front fender repair.

Answers from the 338 customers

Question: Which percentage of the respondents...

... <u>never</u> has to rework jambs?	7%
...reworks jambs "only" by polishing?	32%
...reworks jambs by sanding & polishing?	61%

Answers from the 338 customers

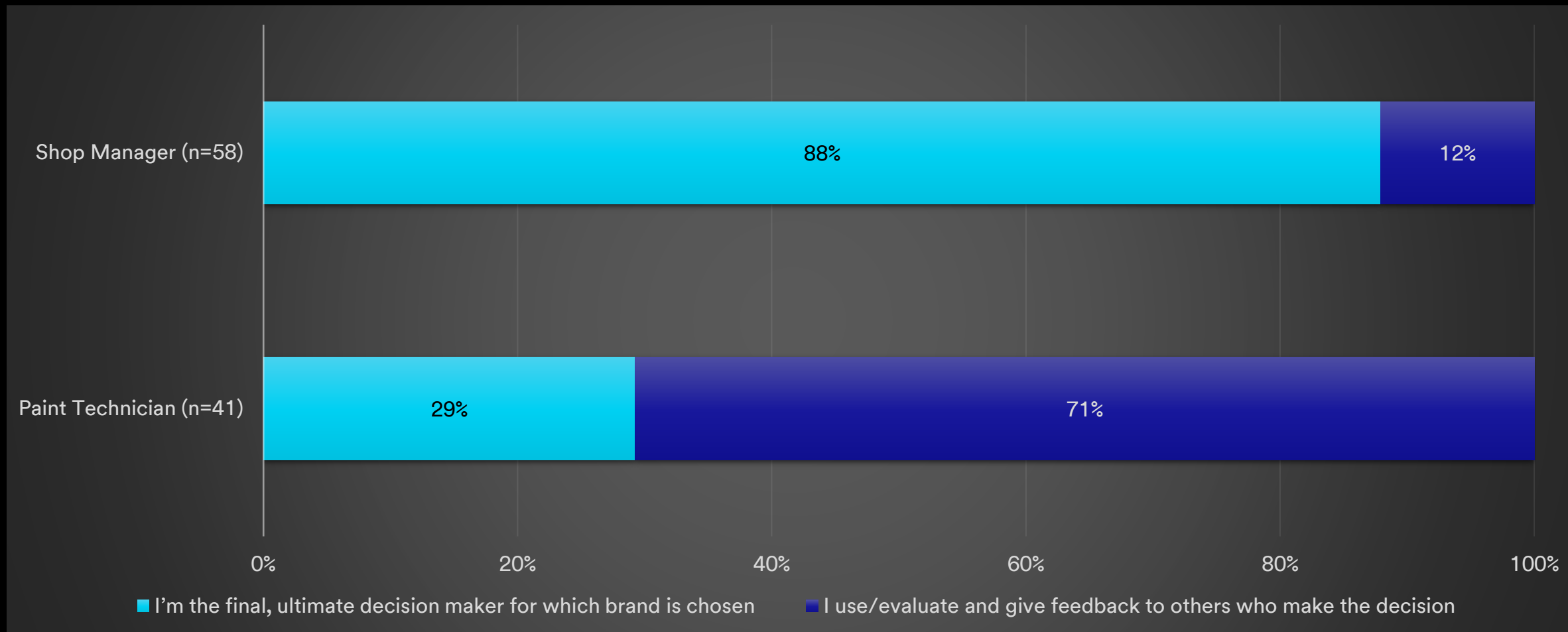
Questions: Which percentage of the respondents...

...is never happy with the results? 20%

...has to remove paint on rubber moldings regularly? 75%

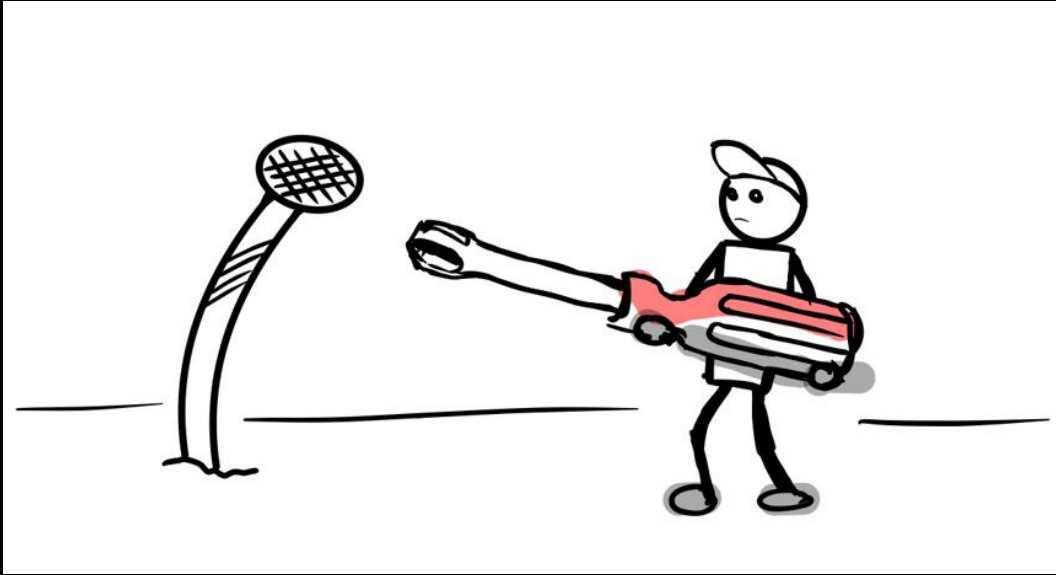
... has to remove overspray regularly? 85%

Be aware: The Shop Managers ultimately decide which tape is purchased!



Question: Which of the following best describes your role in the decision-making process for general use masking tape used in your paint department?

Summary of the key messages



The job and plan are clear – but missing the right tool...

- The impacts of not choosing premium products are:
 - High potential for defects throughout the entire masking process
 - Customers are not very satisfied with the overall results
 - More rework = higher costs
- Best possible quality is achieved by using premium products
- Premium products pay for themselves in efficiency

How much does rework cost - Example

- Consumption per job : 1 Roll 1.5" Tape
- 3M Tape : \$6.7
- Competition : \$3-5

Extra costs = \$3.7-\$1.7

- Time for Rework ca. 10 Min
- Internal cost rate per hour x \$50/hr

Extra rework costs ~ \$8.3

vs. extra costs



~ \$3.7-\$1.7

Rework costs significantly exceed the extra costs of investing in premium tapes, highlighting the value of choosing higher-quality options.

Our Goal

With the power of 3M science and innovation to provide a structured masking process with the integration of selected 3M premium products; ultimately improving shop productivity and customer satisfaction.



Masking Systems Brand Story

Appearance matters. Especially in the masking world. **Overspray, time pressure and lack of diligence can all prevent the perfect paint job quality our customers are trying to attain to meet their customer's expectations.**

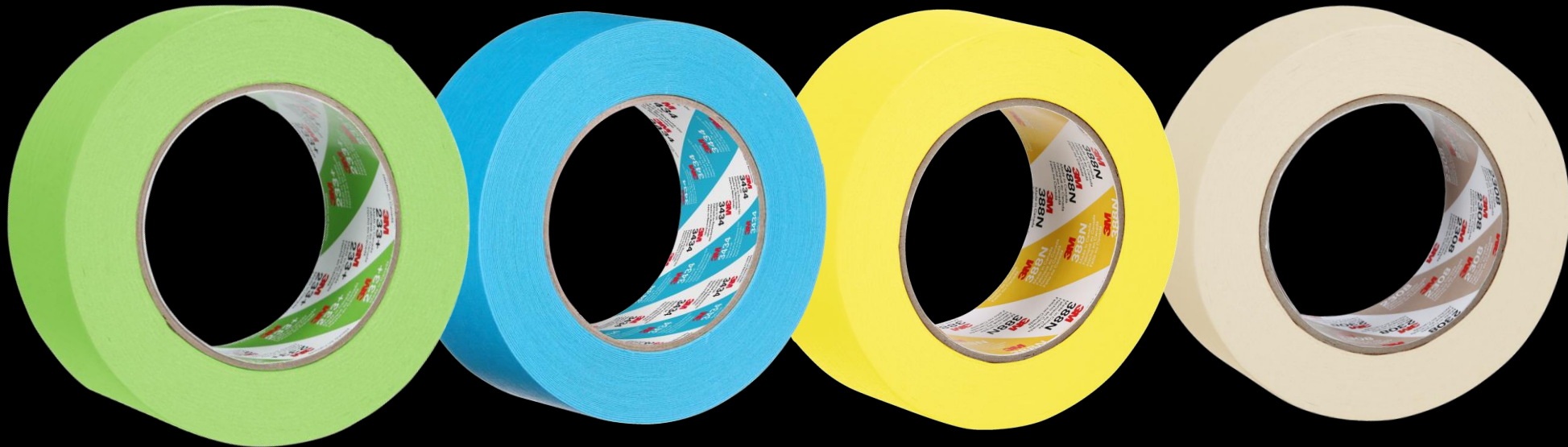
Delivering the total solution our customers need, offering easy to follow SOPs and providing education, training and support around the globe differentiates us from the competition. The overall value this comprehensive system provides is **confidence and peace of mind** in perfect paint jobs.

That's why in 1925; after working with automotive painters, 3M introduced the world's first masking tape to improve the painting process.



Introducing the 3M streamlined masking tape portfolio – **The right tape to get the job done**

In today's world, 100 years after 3M invented masking tape, the painting process has greatly evolved, demanding consistent masking products that provide the reliable convenience you demand in a busy shop. From premium performance to cost-effective solutions, or anything in between, 3M has you covered. You can count on 3M to provide a simple and straightforward lineup of masking tape that will meet your performance needs. With 3M masking tape, you can roll with a confident paint job.



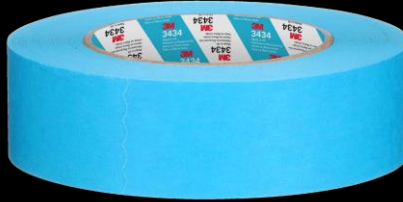
Masking Tape Portfolio

3M™ Performance
Green Masking Tape
233+



Our Premium all around masking tape with superior conformability and excellent clean removal

3M™ High
Performance
Blue Masking Tape
3434



A specialty premium masking tape with superior adhesion for challenging surfaces and environments.

3M™ Yellow
Masking Tape 388N



A balanced, all-around masking tape with excellent stick and stay and strong backing

3M™ Masking Tape
2308



A cost-effective masking tape good for everyday use

3M™ Performance Green Masking Tape 233+

Our Premium all around masking tape with superior conformability and excellent clean removal

- ✓ High adhesion with solvent and moisture resistance
- ✓ Superior conformability with clean removal
- ✓ Outdoor / UV resistance for up to 3 days
- ✓ Solvent-free, proprietary adhesive



3M™ High Performance Blue Masking Tape 3434

A specialty premium masking tape with superior adhesion for challenging surfaces and environments.

- ✓ Adhesion on Low Surface Energy (LSE) plastics
- ✓ Great conformability for adhesion to irregular surfaces
- ✓ Clean removal
- ✓ Superior performance in humid and challenging environments



3M™ Yellow Masking Tape 388N

A balanced, all-around masking tape with excellent stick and stay and strong backing

- ✓ Excels in a variety of general masking applications
- ✓ Conformability for efficient application
- ✓ Clean, fast removal without adhesive residue
- ✓ Solvent-free, proprietary adhesive



3M™ Masking Tape 2308

A cost-effective masking tape good for everyday use.

- ✓ Designed for general masking applications
- ✓ Good adhesion with adhesive transfer resistance and effortless unmasking
- ✓ Solvent resistance and easy tear
- ✓ Solvent-free, proprietary adhesive



Our Automotive Masking Tape Portfolio Comparison Table

Superior

Better

Good

Standard

Cont

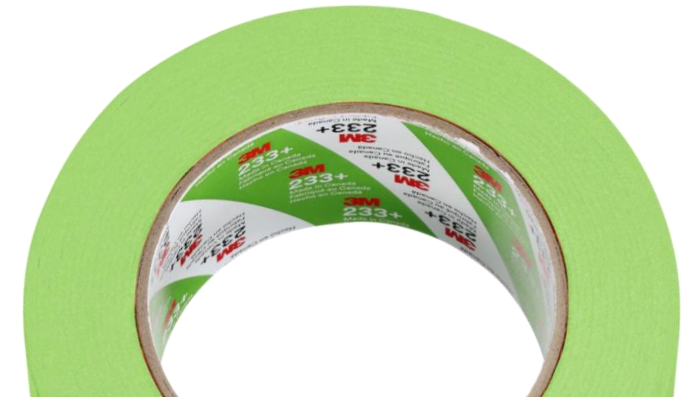
Slie

Attributes / Product Lines	3M™ Performance Green Masking Tape 233+	3M™ High Performance Blue Masking Tape 3434	3M™ Yellow Masking Tape 388N	3M™ Masking Tape 2308
Adhesion				
Conformabilty				
Sliver resistance				
Adhesive Transfer resistance				
Paint Flaking resistance				
Temperature resist.(30mins)	250°F	230°F	250°F	250°F
Humidity resistance				
Abrasion resistance				
Outdoor/UV resist.(3 days)	✓	✓	✓	
Prevents bleed through	✓	✓	✓	✓

Introducing the new 3M™ packaging design

IMPORTANT:
NO CHANGES ON THE MATERIAL,
ONLY IN THE PACKAGING BOXES
AND CORES.

New 100th anniversary shipper labels & cores, crafted to captivate and honor a century of excellence



The right tape to
get the job done

Technical Background



Tape is not just tape...

What impact do the individual components have?

Surface coating:

Unwind behavior, tape on tape adhesion

Backside coating:

A barrier to enhance water and solvent resistance and for abrasion protection (grinding)

Creped and saturated paper:

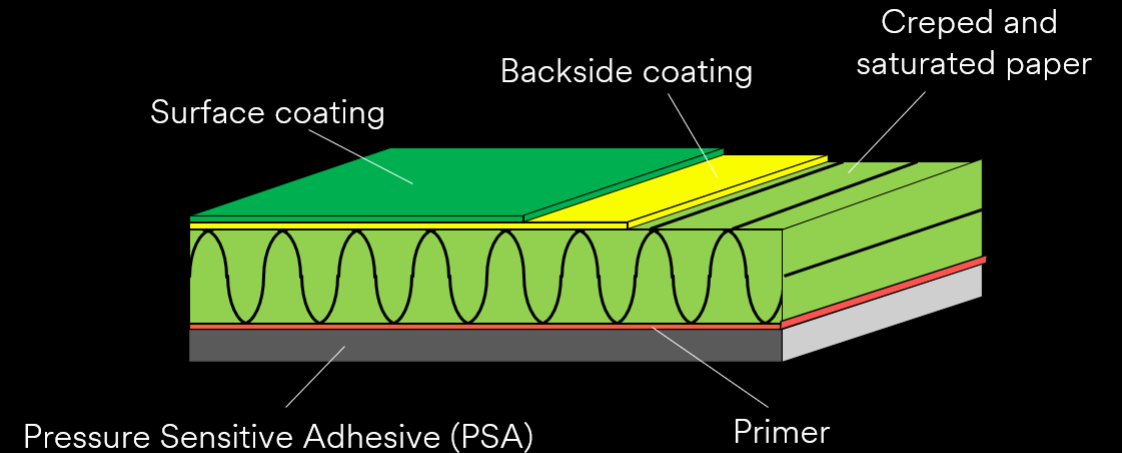
Saturated paper for water and solvent resistance. The level of creping (high-low) determines the conformability & elongation. Note: the higher the creping, the more stretchable the tape will be, but the less sharp the paint lines are.

Primer:

Locks the adhesive to the backing, to prevent adhesive and backing material from separating (removal)

Pressure Sensitive Adhesive:

Good initial adhesion, sufficient permanent adhesion, shear strength and temperature stability



Tape is not just tape...

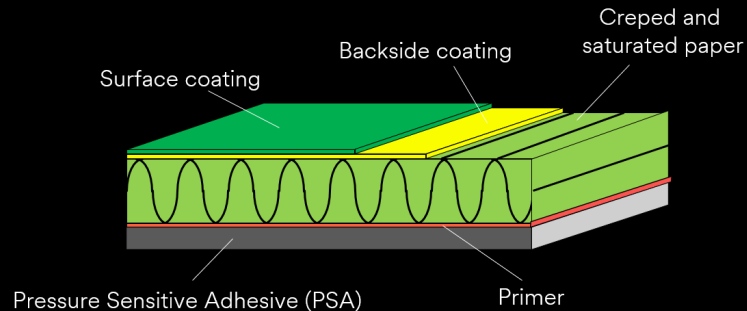
What impact do the individual components have?

Surface coating:

Unwind behavior, tape on tape adhesion

Backside coating:

A barrier to enhance water and solvent resistance and for abrasion protection (grinding)



After 1.5min water exposure



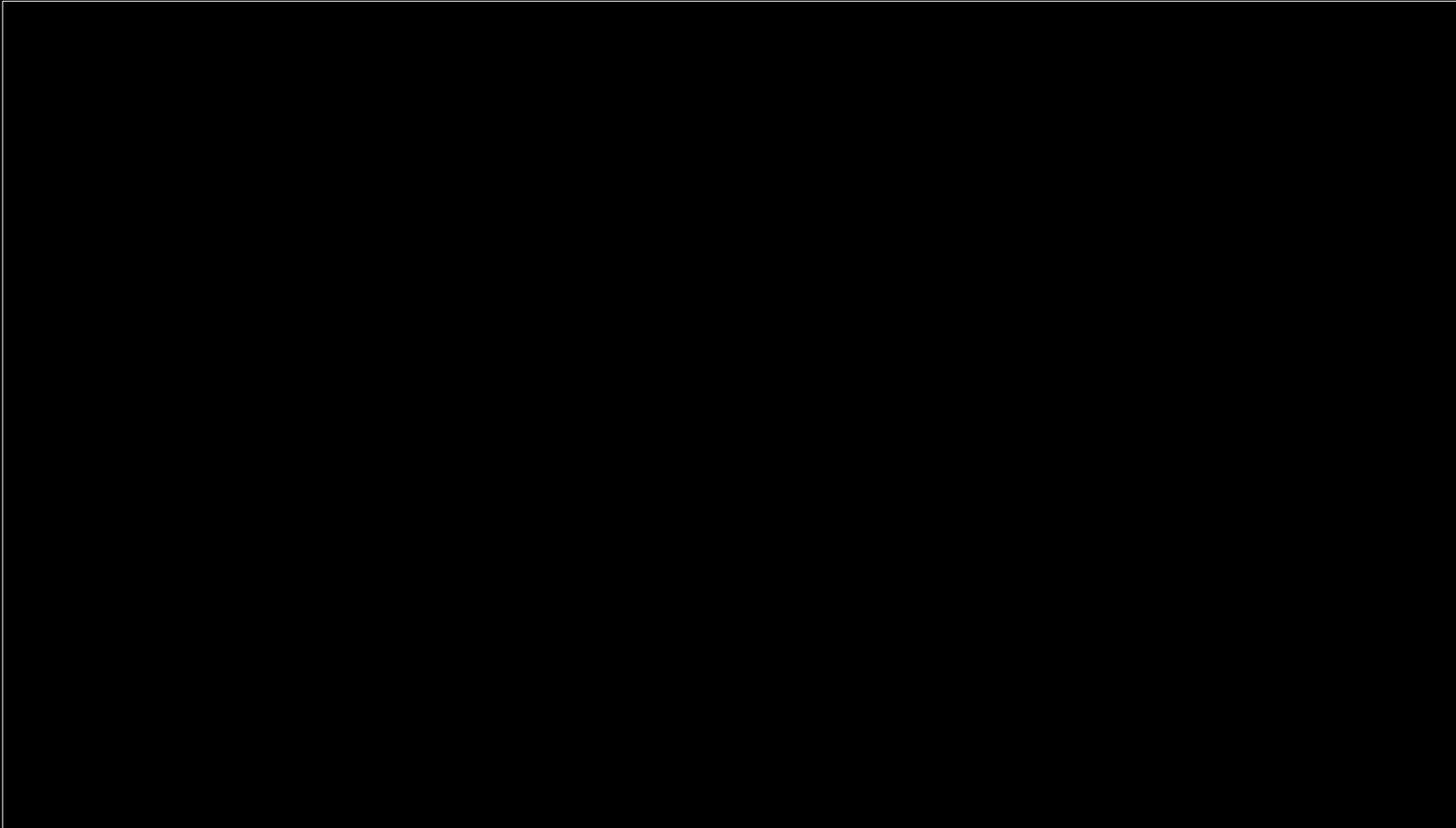
Tape is not just tape...

What impact do the individual components have?

Creped and saturated paper:

Saturated paper for water and solvent resistance. The level of creping (high–low) determines the conformability & elongation. Note: the higher the creping, the more stretchable the tape will be, but the less sharp the *paint lines* are.

Click here to
watch the
video!



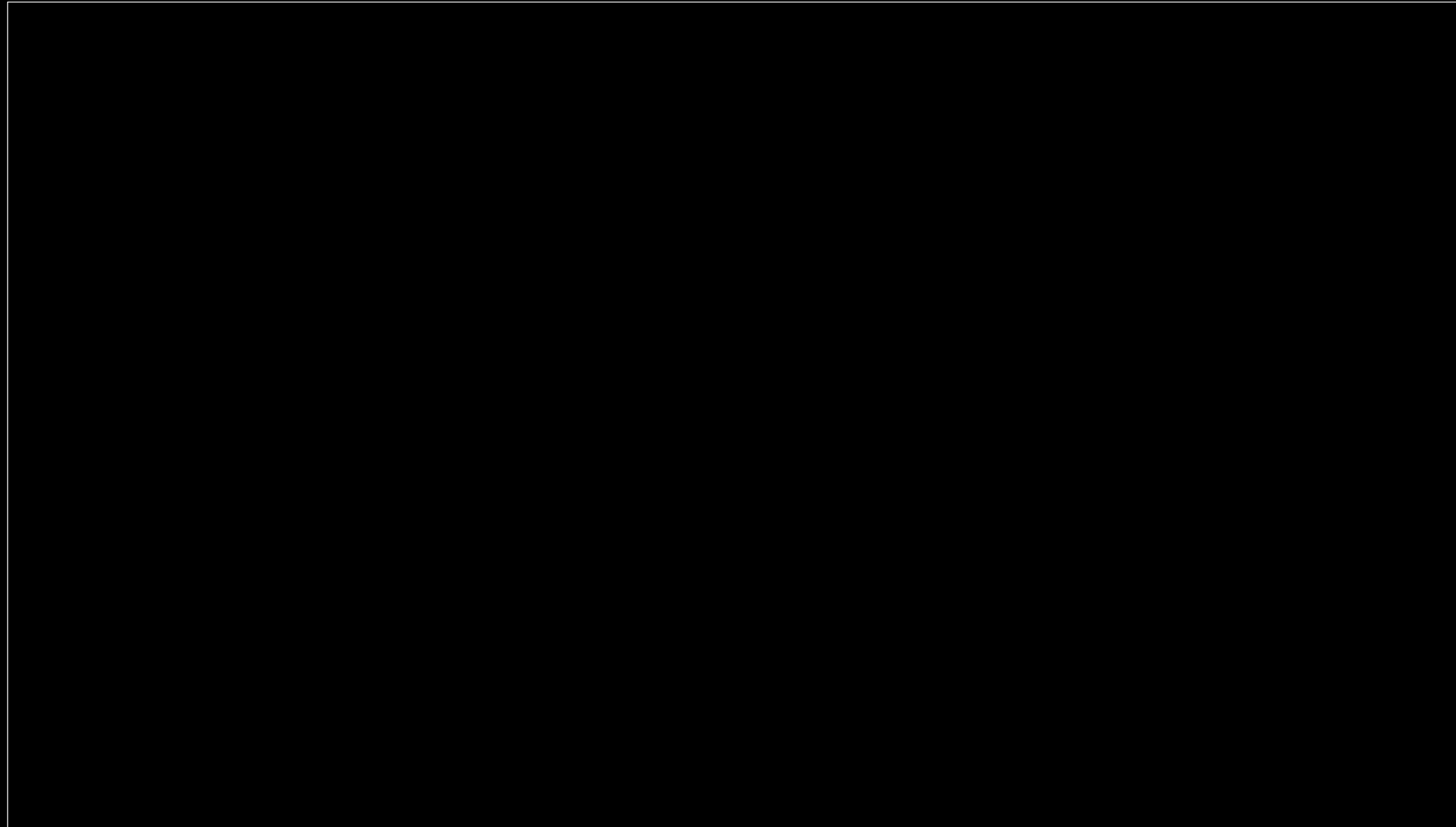
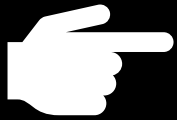
Tape is not just tape...

What impact do the individual components have?

Creped and saturated paper:

Saturated paper for water and solvent resistance. The level of creping (high–low) determines the *conformability & elongation*. Note: the higher the creping, the more stretchable the tape will be, but the less sharp the paint lines are.

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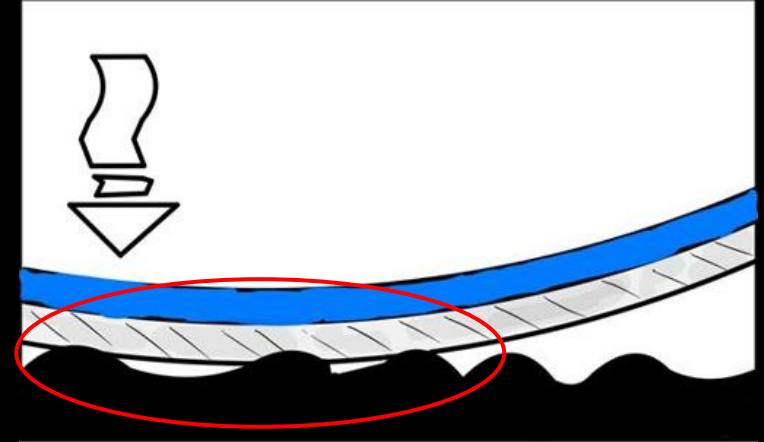


PSA Adhesive

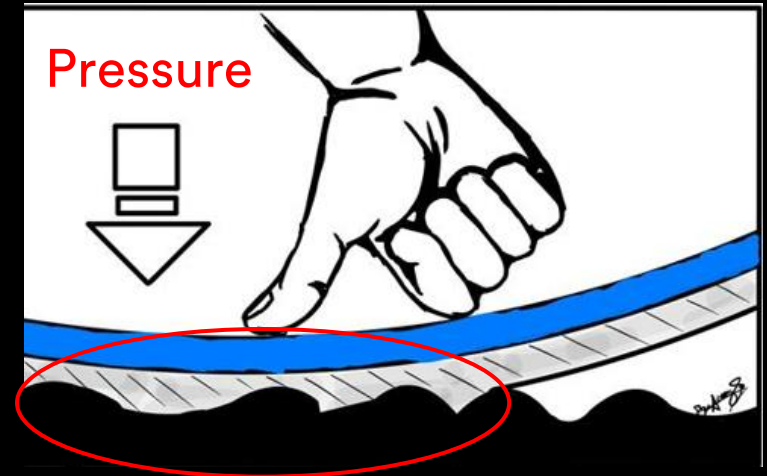
PSA = Pressure Sensitive Adhesive

Definition: It is a type of nonreactive adhesive, which forms a bond when pressure is applied to bond the adhesive with a surface. Neither solvent, water, or heat is needed to activate the adhesive.

Tape
Adhesive
Substrate



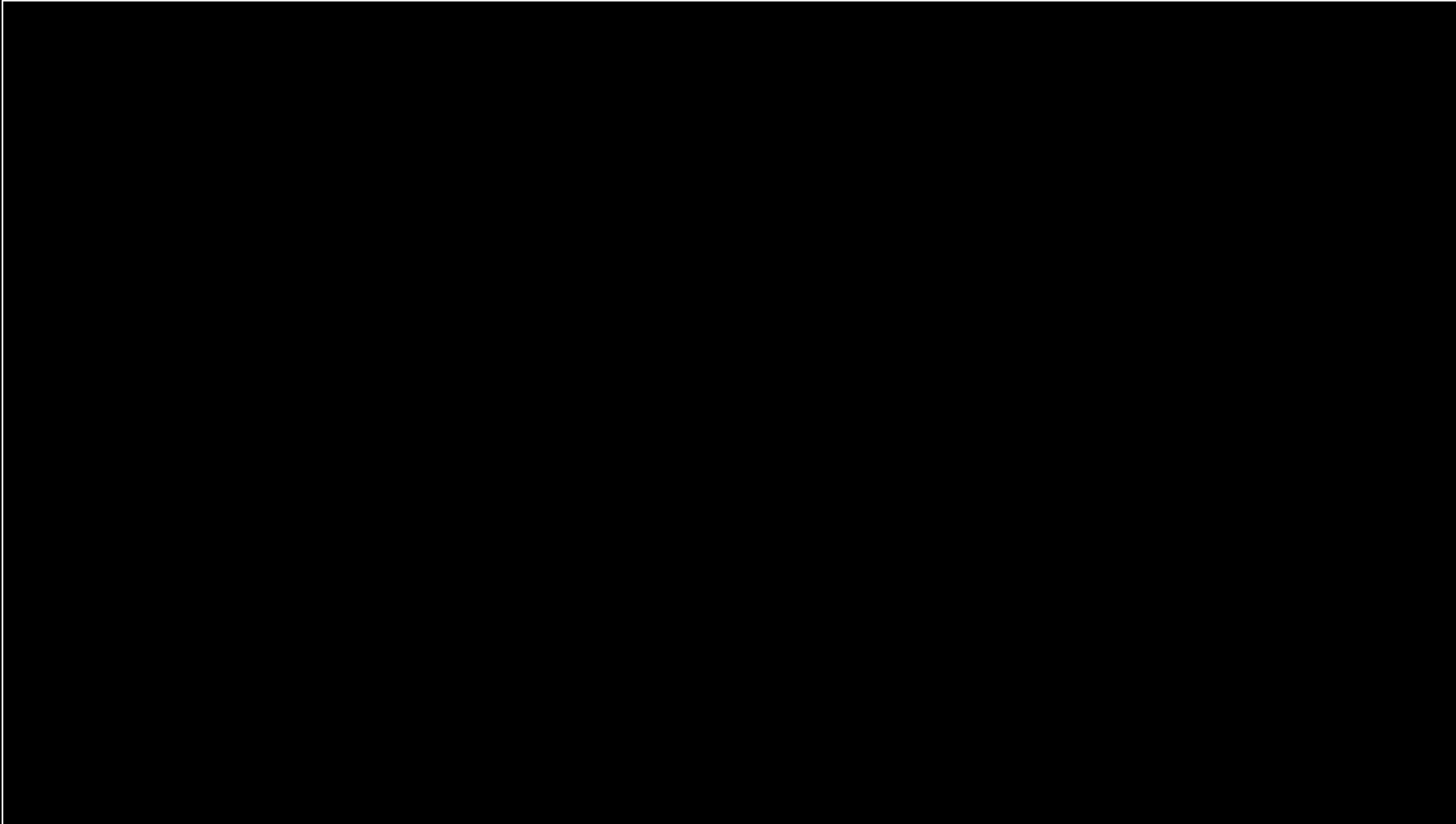
Tape
Adhesive
Substrate



PSA Adhesive

PSA = Pressure Sensitive Adhesive

Click here to
watch the
video!

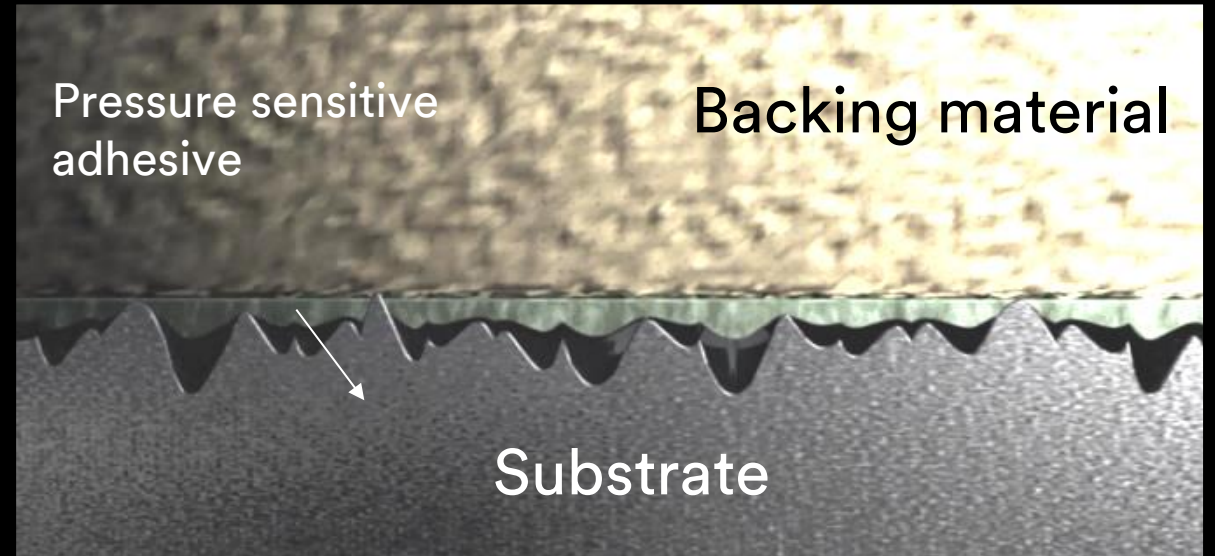


Substrate and surface

Roughness is a term used in surface physics to describe the unevenness of the surface height.

The roughness of the surface / substrate is in direct correlation with the adhesion properties of PSA.

→ The rougher the surface, the more difficult it is to achieve permanent adhesion!



Substrate and surface

Surface tension & energy

Materials with high surface energy are easy to stick to .
(Examples: metal or painted surfaces...)

Materials with low surface energy are difficult to stick to.
(Examples: some plastics such as polyethylene, windscreen rubbers, sealed surfaces...)

High Surface Energy – great wetting – great adhesion



Low Surface Energy – poor wetting – poor adhesion



What can affect the tape performance - summary

PSA = Pressure Sensitive Adhesive

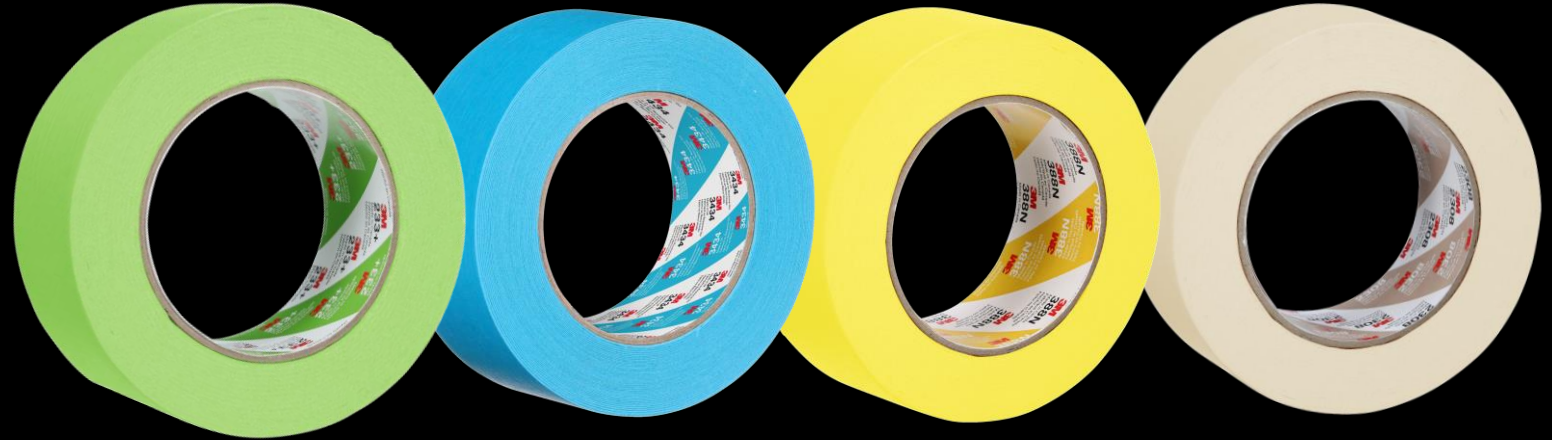
- Level of contact pressure applied

Substrate and surface

- Surface roughness
- Surface tension (high/low)

Conditions

- Environment: temperature, humidity, water/UV exposure
- Drying method & duration



From premium performance to cost-effective solutions, or anything in between, 3M has you covered. You can count on 3M to provide a simple and straightforward lineup of masking tape that will meet your performance needs. The right tape to get the job done.

The right tape in the right place

Review your masking process as a whole - are you using modern products along with efficient repair methods?

[Paint Preparation and Paint Application How To's | The Paint Shop | 3M US](#)

Check your masking process – what do you need the tape to do? Consider the following

- ✓ Substrate? (plastic, painted surface, glass, etc.)
- ✓ How long will the tape be on the car before and after painting?
- ✓ Where will the masking take place (outside, in the booth, etc.)?
- ✓ Do you sand over the tape?
- ✓ Environment? Exposure to UV, water, humidity, temperature?
- ✓ What primer or paint will be used? Waterborne or Solvent?
- ✓ Paint Drying Method? Bake Cycle, Air Dry, Other?
- ✓ ...



The right tape to
get the job done

Masking Tape Brand
Refresh Toolkit



The right tape to get the job done



Market Segment Trends

- The market is under pressure from:
 - High inflation rates driving cost increase and profitability loss
 - Skilled labor shortage
 - Parts & materials availability
 - Reduction in insurance claims
- Customers are seeking:
 - Cost reduction to protect profitability (and cheaper products)
 - Reduction of rework
 - Consistent repair results and quality
 - Simplified and multi-tier product portfolio
 - Product availability

Efficiency improvement

- Streamlined Portfolio and upsell opportunity:
 - Premium Masking Tapes & Sheeting
 - Provide a fully tier portfolio, including the standard tier solution
 - Innovative existing solutions such as dirt trap, SELPF, specialty tapes & new product introductions
- Achieve high-quality job results with reduced rework and improved efficiency by providing training for the total paint process- including masking

Channel Focus

- Channel partnership in targeting focused accounts that are demanding efficiency improvements from their suppliers
- Channel Sales Rep Trainings
- Brand Refresh Toolkit to support market activation
- Supplier/SKU Consolidation (multi-tier offering & full repair solution)
 - Inventory Reduction

End user Demand Generation

- Focused 3M sales force conversion activities in collision repair segment
- End customer focused masking SOPs
- Organic social media activation
- Brand Refresh Toolkit to support market activation

3M™ Masking Tape Portfolio Overview

3M™ Performance Green Masking Tape 233+



Our Premium all around masking tape with superior conformability and excellent clean removal.

- High adhesion with solvent and moisture resistance
- Superior conformability with clean removal
- Outdoor / UV resistance for up to 3 days
- Solvent-free, proprietary adhesive

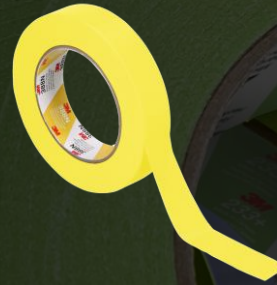
3M™ High Performance Blue Masking Tape 3434



A specialty premium masking tape with superior adhesion for challenging surfaces and environments.

- Adhesion on Low Surface Energy (LSE) plastics
- Great conformability for adhesion to irregular surfaces
- Clean removal
- Superior performance in humid and challenging environments

3M™ Yellow Masking Tape 388N



A balanced, all-around masking tape with excellent stick and stay and strong backing

- Excels in a variety of general masking applications
- Conformability for efficient application
- Clean, fast removal without adhesive residue
- Solvent-free, proprietary adhesive

3M™ Masking Tape 2308



A balanced, all-around masking tape with excellent stick and stay and strong backing.

- Excels in a variety of general masking applications
- Conformability for efficient application
- Clean, fast removal without adhesive residue
- Solvent-free, proprietary adhesive

Masking Tape Brand Refresh Toolkit - Overview



Raise awareness.

Product &
Application Images

Communication
Letter



Educate.

External Training

Standard Operational
Procedure

Sales Guide

Technical Data
Sheet



Drive demand.

Brochure

Product & Application Images



Raise awareness.

Product and Application Images specifically available to promote the portfolio with the updated packaging view through online marketing and eCommerce

- Professional online appearance
- Content enrichment for online shops and online product catalogues
- Lead generation



[Download Product Images](#)



[Download Application Images](#)

Communication Letter



Raise awareness.

Communication Letter for external customers announcing the new brand refresh packaging design

- New packaging design
- 100th anniversary message



[Download Communication Letter](#)

3M Automotive Aftermarket Division
3M Center - St. Paul, MN 55144-1000

November 30th, 2025

SUBJECT: NOTICE OF NEW PACKAGING DESIGN FOR 3M™ AUTOMOTIVE MASKING TAPES

Dear Valued 3M Customer,

In today's world, 100 years after 3M invented masking tape, the painting process has greatly evolved, demanding consistent masking products that provide the reliable convenience you demand. From premium performance to cost-effective solutions, or anything in between, 3M provides a simple and straightforward lineup of masking tape that will meet your performance needs.

3M is excited to introduce a new packaging design for 3M™ Masking Tapes, aimed at enhancing our brand's visual presence in the market. Our updated packaging features are a modern and elegant design, ensuring our products remain easily recognizable and captivating, while honoring a century of excellence. This refresh not only enhances visual appeal but also reinforces our commitment to providing you with the best possible products and services.

We believe this new design will enrich your experience with our products, making them even more enjoyable to use. Please note that the product materials remain unchanged; only the packaging boxes and cores have been updated. Below, you can see the new visual design:





Effective November 30th, the following changes will take place:

- The products will be rebranded with a new name and packaging design only; the product quality and specifications will remain the same.
- We will exclusively use the 3M™ brand, removing the Scotch™ brand from our products.
- All SKUs in the following product lines will be impacted: 233+, 388N, and 230B. There will be no changes to the SKU IDs or part numbers. The packaging design change for 3434 Masking Tape will take place in Q1 2026.

Product Line Name Change	
From:	To:
Scotch® Performance Masking Tape 233+	3M™ Performance Green Masking Tape 233+
Scotch® High Performance Masking Tape 3434	3M™ High Performance Blue Masking Tape 3434
3M™ Automotive Refinish Masking Tape 388N	3M™ Automotive Yellow Masking Tape 388N
3M™ Automotive Masking Tape 230B	No change in the name

3M Stock IDs & Part Numbers

3M Stock #	Part Number	Product Line Code	Product Formal Name
7100006156	26334	233+	3M™ Performance Green Masking Tape 233+ 26334, 18 mm x 55 m, 48/Case
7000048804	26336	233+	3M™ Performance Green Masking Tape 233+ 26336, 24 mm x 55 m, 24/Case
7100007214	26338	233+	3M™ Performance Green Masking Tape 233+ 26338, 36 mm x 55 m, 16/Case
7000048805	26340	233+	3M™ Performance Green Masking Tape 233+ 26340, 48 mm x 55 m, 12/Case
7000119815	06532	388N	3M™ Automotive Yellow Masking Tape 388N, 06532, 18 mm x 55 m, 48 per case
7000119816	06533	388N	3M™ Automotive Yellow Masking Tape 388N, 06533, 24 mm x 55 m, 36 per case
7000119817	06534	388N	3M™ Automotive Yellow Masking Tape 388N, 06534, 36 mm x 55 m, 24 per case
7000119819	06556	388N	3M™ Automotive Yellow Masking Tape 388N, 06556, 48 mm x 55 m, 24 per case
7100037748	7895	3434	3M™ High Performance Blue Masking Tape 3434, 07895, 18 mm x 50 m, 48 Rolls/Case
7100037749	7897	3434	3M™ High Performance Blue Masking Tape 3434, 07897, 24 mm x 50 m, 36 Rolls/Case
7100037750	7898	3434	3M™ High Performance Blue Masking Tape 3434, 07898, 36 mm x 50 m, 24 Rolls/Case
7100037744	7899	3434	3M™ High Performance Blue Masking Tape 3434, 07899, 48 mm x 50 m, 20 Rolls/Case
7000045438	0545	230B	3M™ Automotive Masking Tape 230B, 0545, 18 mm x 55 m, 48 per case
7000119726	0547	230B	3M™ Automotive Masking Tape 230B, 0547, 36 mm x 55 m, 24 per case
7000045439	0548	230B	3M™ Automotive Masking Tape 230B, 0548, 48 mm x 55 m, 24 per case

If you have any questions or need assistance with the transition, please contact your 3M Customer Service Representative. We look forward to continuing to meet your needs and thank you for your ongoing support of 3M products.

Estela Capossela
Estela Capossela
Global Portfolio Manager for Masking Solutions
3M Automotive Aftermarket Division

Standard Operational Procedure



Educate.

SOP Guide explaining the standard Masking Steps and Process to follow

- Process solution guide
- How-to-use
- Customer benefits



[Download SOP](#)

3M Science. Applied to Life.™

Masking Process

Personal Safety • Respiratory Protection • Hearing Protection • Fall Protection • Skinning Workwear • Safety Glasses

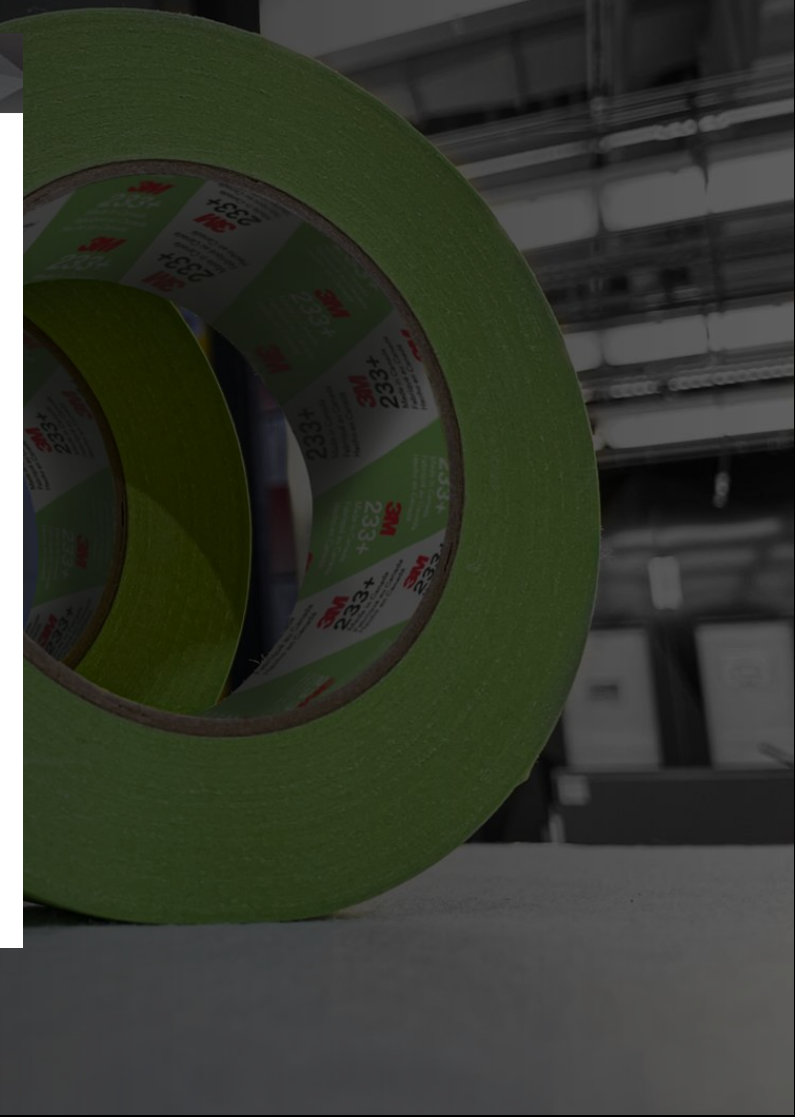
Safety: First! Always select appropriate personal protective equipment - eyewear, gloves, hearing and respiratory protection for your job and workplace.

Step	Image	Description	Product
1. Degrease the surface		Degrease the surface using paint company or other recommended VOC-compliant water based and solvent based products. Always follow the manufacturer's instructions for surface cleaning instructions.	
2. Outline the area to be refinished		Outline the area to be refinished using appropriate surface protection products and techniques to seal the non-repair area from paint and overspray. • In a single panel repair, back mask using wide-width masking tape. • In a multi-panel repair, use foam masking tape and specialty tapes to soften the part edge.	3M™ Low Edge Foam Masking Tape 3M™ Trim Masking Tape 3M™ Smooth Masking Tape 233+ 3M™ Smooth Transition Tape
3. Apply 3M™ Smooth Transition Tape		Apply 3M™ Smooth Transition Tape, or folded tape in the joint, leaving a tab available for easy removal after water application. • When properly applied, the tape cannot be felt when running your hand parallel to the panel - but can be felt when running your hand at a 45 degree angle across the joint. • Note: Two strips of 3M™ Smooth Transition Tape may be used in situations to further soften the transition of coatings. • Note: Follow Smooth Transition Tape with additional foam tape or paper to fully seal the joint from overspray.	3M™ Smooth Transition Tape 3M™ Smooth Masking Tape 233+
4. Apply foam masking tape to joints		Apply foam masking tape to joints areas on vehicles requiring sealed joint refitting. • Position the foam tape to seal the joint opening, keeping the adhesive away from the paint edge.	3M™ Low Edge Foam Masking Tape 233+ 3M™ Low Edge Foam Masking Tape 233+ 3M™ Low Edge Foam Masking Tape 233+
5. Seal the repair area		Note: Foam tapes are "stretch to release" products. To apply, press the tape firmly onto place, avoiding stretching when applying. To remove, stretch the foam tape parallel to the work surface. This will help prevent adhesive residue.	
6. Cover the vehicle with plastic sheeting		Cover the vehicle with plastic sheeting before painting to avoid surface contamination. • Cut the masking film around the repair area in preparation for primer and paint application. Affix the overspray protection film with masking tape. • Always apply plastic sheeting to a dry surface and ensure the tape and "peel the side up" message is legible once unfilled. • Carefully firm and remove plastic sheeting from areas intended to be refinished and over tape to seal the edges of the plastic sheeting.	3M™ Overspray Protection Sheet
7. Degrease the surface		Degrease the surface using paint company or other recommended VOC-compliant water based and solvent based products. Always follow the manufacturer's instructions for surface cleaning instructions. • Complete any remaining critical edge masking of parts like rubber windshield gaskets and moldings that are not easily removed as part of the repair / refinish process.	3M™ Trim Masking Tape 3M™ Trim Masking Tape
8. Removal of the masking tapes and film		Removal of the masking tapes and film are best done when the car has just left the oven and is still warm. • Always remove masking tapes by pulling in an angle approximately 45 degrees to the surface. • Tip: Using premium masking tapes have a lower tendency to leave adhesive residue, tear, or silver.	

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Always follow OEM procedures. For ordering information, contact your 3M Sales Representative or your preferred distributor.

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Sales Guide



Educate.

Sales Guide providing details on key aspects and answers around 3M™ Masking Systems

- Product range
- Product line positioning
- Product performance difference
- Part number reference guide
- Application tips



Download Sales Guide

3M Science.
Applied to Life.™

Sales Guide for Masking Systems from 3M

The masking process is often the most overlooked component of the overall refinishing process. However, masking is very time-consuming and significantly contributes to the overall quality of repairs.

Adopting a premium masking process, along with choosing high-quality products, pays off by saving time and reducing the potential for rework.

Review your masking process as a whole - are you using modern products along with efficient repair methods?

From premium performance to cost-effective solutions, or anything in between, 3M has you covered. You can count on 3M to provide a simple and straightforward lineup of masking tape that will meet your performance needs. The right tape to get the job done.

Choose the right paper tape for your job:

- What surface will the tape be applied to?
- Where will the masking take place (outside, in the booth, etc.)?
- How long will the tape remain on the car before and after painting?
- Do you sand over the tape?
- How does the paint dry (bake cycle, air dry, etc.)?
- Does your tape need to bend around curves without tearing or lifting?
- What climate are you masking in?
- Will there be UV exposure?
- Will the masking tape be exposed to high temperatures?
- Do you use solvent-based and/or water-based paint?

Attributes / Product Lines	3M™ Performance Green Masking Tape 233+	3M™ High Performance Blue Masking Tape 3434	3M™ Performance Yellow Masking Tape 388N	3M™ Automotive Masking Tape 2308
Adhesion	●	●	●	●
Conformability	●	●	●	●
Sliver resistance	●	●	●	●
Adhesive Transfer resistance	●	●	●	●
Flaking resistance	●	●	●	●
Temperature resistance (30mins)	250°F	230°F	250°F	250°F
Humidity resistance	●	●	●	●
Abrasion resistance	●	●	●	●
Outdoor / UV resistance (3 days)	✓	✓	✓	✓
Prevents bleed through	✓	✓	✓	✓



Plastic Sheeting - consider easy cut, temperature and paint flaking resistance, and tape repositioning properties.

3M™ Plastic Sheeting offers multi-tier performance options for your masking process.

Do you need smooth paint edges on apertures like doors, hoods, and trunk lids?

3M™ Soft Edge Foam PLUS Masking Tape was created to help mask these easily.

FREQUENTLY ASKED QUESTIONS

How to choose the right tape?

Choosing the right tape for automotive applications requires careful consideration of several factors to ensure optimal performance and cost-effectiveness. Start by assessing the paint type and environment, as outdoor applications may require a tape that resists UV exposure and moisture. Consider the duration the tape will be applied for extended periods, a tape with adhesive that allows for clean removal without leaving residue. Price is also important; while a premium tape may be more expensive, it often provides superior performance, enhances productivity, and reduces the risk of rework. Select a tape with release coatings and primer layers to keep the adhesive anchored to the backing, and with strong adhesives for clean removal and durable adhesion on substrates like rubber or glass. In humid environments or where condensation is possible, choose a tape with water resistance, and for outdoor use, ensuring it can withstand prolonged UV exposure without degrading. By evaluating these factors—type, environment, duration, price, and specific tape features—you can select the right tape that meets your needs and ensures reliable performance.

Why reduce the use of masking paper for large area masking?

Using premium masking (sheeting) will pay for itself in comparison to using masking paper due to shorter masking time and reduced rework. The surface of 3M™ Plastic Sheeting is specially treated to help paint adhere to it and prevent flaking. Sheeting generally stays on throughout the whole process, providing efficiency and full protection.

3M™ Performance Green Masking Tape 233+			
Dimensions	Part No.	Rolls/Sheet	Rolls/Case
1/8 in x 60 yds (3 mm x 55 m)	26343	12	144
1/4 in x 60 yds (6 mm x 55 m)	26344	12	96
3/8 in x 60 yds (12 mm x 55 m)	26332	12	48
1/2 in x 60 yds (18 mm x 55 m)	26334	12	48
1 in x 60 yds (24 mm x 55 m)	26336	6	24
1 1/2 in x 60 yds (36 mm x 55 m)	26338	4	16
2 in x 60 yds (48 mm x 55 m)	26340	3	12
3 in x 60 yds (72 mm x 55 m)	26341	2	8
3.75 in x 60 yds (96 mm x 55 m)	44608	2	8

3M™ High Performance Blue Masking Tape 3434			
Dimensions	Part No.	Rolls/Sheet	Rolls/Case
1/8 in x 54.6 yds (18 mm x 50 m)	07895	12	48
1 in x 54.6 yds (24 mm x 50 m)	07897	9	36
1 1/2 in x 54.6 yds (36 mm x 50 m)	07898	6	24
2 in x 54.6 yds (48 mm x 50 m)	07899	5	20

3M™ Performance Yellow Masking Tape 388N			
Dimensions	Part No.	Rolls/Sheet	Rolls/Case
1/8 in x 60 yds (18 mm x 55 m)	06652	12	48
1 in x 60 yds (24 mm x 55 m)	06653	9	36
1 1/2 in x 60 yds (36 mm x 55 m)	06654	6	24
2 in x 60 yds (48 mm x 55 m)	06656	8	24

3M™ Automotive Masking Tape 2308			
Dimensions	Part No.	Rolls/Sheet	Rolls/Case
1/8 in x 60 yds (18 mm x 55 m)	06545	12	48
1 1/2 in x 60 yds (36 mm x 55 m)	06547	6	24
2 in x 60 yds (48 mm x 55 m)	06548	6	24

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3M Center, Building 223-65-07
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Phone: 1-877-686-2777
Web: 3M-Collins.com

Is exact masking on moldings a challenge?

3M™ Trim Masking Tape is easy to slide behind the molding and lift it away, allowing paint to flow underneath.

Do you need smooth paint edges and transition zones?

Instead of creating something out of paper tape, like "rip tape", simply use 3M™ Smooth Transition Tape.

How to avoid reworking rough edges by sanding and polishing?

Edge "displacement" is a physical effect that occurs when coating surfaces. This causes the coating on edges to be thinner than on flat surfaces, which often leads to excessive rework due to sanding or polishing through the edges. This can be prevented by using 3M™ Soft Edge Foam Masking Tape PLUS and 3M™ Smooth Transition Tape, which are specifically engineered to soften or virtually eliminate hard paint lines on automotive joints, bonnets, boot lines and other areas where paint must blend seamlessly. This helps paint to feather for virtually invisible paint lines.

How to maintain your masking tape performance?

Masking tape can deteriorate in quality over time if not handled properly. Store your masking products correctly to preserve their balanced properties and adhesion—ideally at 70°F and 50% relative humidity in a clean, dry space without direct sunlight. Leaving a roll inside a booth and subjecting it to bake cycles can negatively affect performance.

What is best practice for applying masking tape?

Avoid stretching the tape, especially when applying it in cavities or dips, and choose the right tape for your application and environment. 3M™ Masking Tape uses pressure-sensitive adhesive, so be sure to firmly press the edge of the tape to ensure proper adhesion and prevent unclean edges.

What is best practice for demasking?

The removal of masking tape and film is best done when the car has just finished the bake cycle and is still warm. It is recommended to remove masking tape by pulling at a 45° angle to the surface. A flatter or sharper angle increases the risk of leaving adhesive residue on the surface. Using premium masking tape will pay off here, as it has a lower tendency to leave adhesive residue or to draw.

3M™ Perforated Trim Masking Tape			
Dimensions	Part No.	Rolls/Case	Quantity
6 mm, 50 mm x 60 m	06345	6	
7 mm, 50 mm x 10 m	06347	6	
10 mm, 50 mm x 10 m	06349	6	
15 mm, 50 mm x 10 m	06348	6	

3M™ Smooth Transition Tape, White			
Dimensions	Part No.	Quantity	Rolls/Case
6/32 mm x 9 m	06800	Single	40

3M™ Plastic Sheeting Multi-Tier Performance			
Dimensions	Part No.	Quantity	
12'x40'	06723	1/Pack	
16'x40'	06724	1/Pack	
20'x20'	06742	1/Pack	
12'x40'	06727	1/Pack	
16'x40'	06728	1/Pack	
16'x20'	06725	1/Pack	

3M™ Soft Edge Foam Masking Tape PLUS			
Dimensions	Part No.	Quantity	
21 mm x 7 m	50423	1/Pack	

Find out more about 3M™ Masking Products



View our masking application process chart:

Download PDF

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Technical Data Sheet



Educate.

Technical Data Sheets providing technical information on key Masking Tape Portfolio

- Product range
- Directions for Use
- Applications
- Physical Properties
- Other technical information



[Download Technical Data Sheet \(233+\)](#)



[Download Technical Data Sheet \(3434\)](#)



[Download Technical Data Sheet \(388N\)](#)



[Download Technical Data Sheet \(2308\)](#)

Performance Green Masking Tape 233+

26343 • 26344 • 26332 • 26334 • 26336 • 26338 • 26340 • 26341 • 44608 • 46334 • 46338

Technical Data

July 2025

3M Part Numbers	3M Part Descriptor
26343	1/8 in. x 60 yds. (3 mm x 55 m), 12 rolls per box, 12 boxes per case
26344	1/4 in. x 60 yds. (6 mm x 55 m), 12 rolls per box, 12 boxes per case
26332	1/2 in. x 60 yds. (12 mm x 55 m), 48 rolls per case
26334	3/4 in. x 60 yds. (18 mm x 55 m), 48 rolls per case
26336	1 in. x 60 yds. (24 mm x 55 m), 24 rolls per case
26338	1 1/2 in. x 60 yds. (36 mm x 55 m), 16 rolls per case
26340	2 in. x 60 yds. (48 mm x 55 m), 12 rolls per case
26341	3 in. x 60 yds. (72 mm x 55 m), 8 rolls per case
44608	3/8 in. x 60 yds. (96 mm x 55 m), 8 rolls per case
46334	1/2 in. x 60 yds. (12 mm x 55 m), wrapped individually, 48 rolls per case
46338	1 1/2 in. x 60 yds. (36 mm x 55 m), wrapped individually, 24 rolls per case

Product Description

3M® Performance Green Masking Tape 233+ is a high performance, versatile crease paper masking tape designed to perform with collision repair, marine, and other paint repair applications. It's our premium all-around masking tape with superior conformability and excellent clean removal.

Page 1 of 8

Automotive Yellow Masking Tape 388N

06652 • 06653 • 06654 • 06656

Technical Data

July 2025

3M Part Numbers	3M Part Descriptor
06652	1/2 in. x 60 yds. (18 mm x 55 m), 48 rolls per case
06653	1 in. x 60 yds. (24 mm x 55 m), 36 rolls per case
06654	1 1/2 in. x 60 yds. (36 mm x 55 m), 24 rolls per case
06656	2 in. x 60 yds. (48 mm x 55 m), 24 rolls per case

Product Description

3M® Automotive Yellow Masking Tape is a yellow crease paper masking tape designed specifically for excellent at all general masking applications in the collision repair industry. Its robust paper backing resists solvents and moisture while being flexible enough to fit most curves and contours. The proprietary rubber-based adhesive formula allows the tape to stick and stay on a variety of surfaces.

Features, Advantages, Benefits

Feature	Advantage	Benefit
Proprietary rubber-based adhesive	Instant adhesion to all vehicle substrates and good holding power	Allows for fast and efficient application
Specialty treated paper backing	Solvent and moisture resistance and controlled unwind	Minimizes bleed-through, and unwind makes tape easier to handle
Semi-smooth crease paper backing	Thin, conformable backing	Produces sharp, clean, quality paint jobs
Balanced construction	Sticks, plays, and removes cleanly	Efficient masking tool helps save time & money

Product Uses

Designed for use in the collision repair industry (cars, trucks, other specialty vehicles) for general paint masking.

Page 1 of 4

High Performance Blue Masking Tape 3434

07895 • 07897 • 07898 • 07899

Technical Data

July 2025

3M Part Numbers	3M Part Descriptor
07895	1/2 in. x 54.6 yds. (18 mm x 50 m), 48 rolls per case
07897	1 in. x 54.6 yds. (24 mm x 50 m), 36 rolls per case
07898	1 1/2 in. x 54.6 yds. (36 mm x 50 m), 24 rolls per case
07899	2 in. x 54.6 yds. (48 mm x 50 m), 20 rolls per case

Product Description

3M High Performance Blue Masking Tape 3434 is a specialty high adhesion masking tape with superior adhesion for critical surfaces and challenging environments, including hot and humid conditions. Our high-performance crease paper tape has good solvent and water resistance properties and can be used in environments up to 230°F (110°C). It conforms well, has excellent holding power and tear resistance.

Features, Advantages, Benefits

Feature	Advantage	Benefit
Proprietary rubber-based adhesive sticks easily	• One of the highest adhesion masking tapes with excellent holding power • Excellent performance in hot and humid environments • Very good solution for sticking to plastic and rubber	High performance tape designed to meet the most demanding of paint masking situations
High temperature resistance (175°C/345°F)	• Excellent performance in challenging environments • Good transfer resistance and clean removal	Well-balanced construction for demanding applications
High-performance, blue-colored crease paper	• Balanced construction for consistent unwind and easy tear • Conforms well to irregular surfaces	Easy handling tape which can be used for most auto body paint masking
Good solvent and water resistance	• Performs well with solvents and solvent paint systems • Good clean removal	Easy handling tape meets the needs of a production paint shop

Page 1 of 4

Automotive Masking Tape 2308

06545 • 06547 • 06548

Technical Data

July 2025

3M Part Numbers	3M Part Descriptor
06545	1/2 in. x 60 yds. (18 mm x 55 m), 48 rolls per case
06547	1 1/2 in. x 60 yds. (36 mm x 55 m), 24 rolls per case
06548	2 in. x 60 yds. (48 mm x 55 m), 24 rolls per case

Product Description

3M® Automotive Masking Tape is a natural-colored crease paper masking tape designed specifically for general masking applications in the collision repair industry. It's a cost-effective masking tape good for everyday use.

Features, Advantages, Benefits

Feature	Advantage	Benefit
Proprietary rubber-based adhesive	Instant adhesion and good holding power	Allows for fast and efficient application
Special backsize treatment	Good solvent & moisture resistance and controlled unwind	Easy to handle tape reduces clean-up time and need for rework
Semi-smooth crease paper backing	Thin, conformable backing	Produces clean, quality paint jobs
Balanced construction	Sticks, plays, and removes cleanly	Efficient masking tool helps save time & money

Product Uses

Designed for use in the collision repair industry (cars, trucks, other specialty vehicles) for general paint masking.

Brochure



Drive demand.

Product brochure highlighting the portfolio solutions and their benefits for 3M™ Masking Tapes and supplementary products

- Product range
- Product line positioning and benefits
- Product performance difference
- Part number reference guide
- Application tips



[Download Brochure](#)



3M® Performance Green Masking Tape 233*

A premium all around masking tape with superior conformability and excellent clean removal.

- High adhesion with solvent and rubdown resistance
- Resistant to abrasion with clean removal
- UV resistance for up to 6 weeks
- Solvent-free, proprietary adhesives

Dimension	Part No.	Roller	Weight
1/2" x 150' roll on 1 1/2" core	23300	2	14 lb
1/2" x 300' roll on 1 1/2" core	23301	2	28 lb
1/2" x 450' roll on 1 1/2" core	23302	2	42 lb
1/2" x 600' roll on 1 1/2" core	23303	2	56 lb
1/2" x 750' roll on 1 1/2" core	23304	2	70 lb
1/2" x 900' roll on 1 1/2" core	23305	2	84 lb
1/2" x 1080' roll on 1 1/2" core	23306	2	100 lb
1/2" x 1260' roll on 1 1/2" core	23307	2	112 lb
1/2" x 1500' roll on 1 1/2" core	23308	2	140 lb

* See 3M.com for more information

3M® High Performance Blue Masking Tape 5435

A specialty premium masking tape with superior adhesion for challenging surfaces and environments.

- Superior performance in humid and challenging environments
- Adhesion on Low Surface Energy (LSE) plastic
- Excellent resistance to solvents and vapors
- Clean removal



Dimension	Part No.	Roll	Weight
36 in. x 36 in. (91.4 x 91.4 cm)	5435	25	25 lb
36 in. x 72 in. (91.4 x 182.9 cm)	5435	12	50 lb
72 in. x 36 in. (182.9 x 91.4 cm)	5435	12	50 lb
72 in. x 72 in. (182.9 x 182.9 cm)	5435	6	50 lb

3M® Performance Yellow Masking Tape 388N

A balanced all around masking tape with excellent stick and stay.

- Suitable in a variety of general masking applications
- Customizability for adhesive application
- Clean, easy removal without adhesive residue
- Resists heat, humidity and moisture

Thickness	Rolls/Case	Rolls/Case	Rolls/Case
0.0030" (0.0762mm)	388N	12	40
0.0040" (0.1016mm)	388N	9	28
0.0060" (0.1524mm)	388N	6	21

3M® Automotive Masking Tape 2308

A cost-effective masking tape good for everyday use.

- Designed for general coating applications
- Good adhesion with adhesive transfer resistance and excellent conformability
- Excellent performance and easy tear
- Solvent-free, proprietary adhesive

Dimension	Part No.	Roll Size	Roll Weight
36 in. x 36 in. (91.4 cm x 91.4 cm)	2308-01	17	40
36 in. x 48 in. (91.4 cm x 121.9 cm)	2308-02	25	58
36 in. x 60 in. (91.4 cm x 152.4 cm)	2308-03	33	76

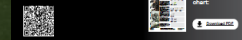
Overview Performance Comparison Table				
Attribute / Product Line	3M™ Performance Non-Heating Tapes 2015	3M™ Performance Non-Heating Tapes 2016	3M™ Performance Non-Heating Tapes 2017	3M™ Performance Heating Tapes 2017
Adhesive	✓	✓	✓	✓
Non-adhesive	✓	✓	✓	✓
Non-adhesive	✓	✓	✓	✓
Adhesive / Non-adhesive	✓	✓	✓	✓
Temperature resistance (Celsius)	200°	200°	200°	200°
Temperature resistance (Fahrenheit)	392°	392°	392°	392°
Adhesive / Non-adhesive (Celsius)	✓	✓	✓	✓
Adhesive / Non-adhesive (Fahrenheit)	✓	✓	✓	✓

3M offers Masking Tape as part of full masking systems for a quality finish, as well as controlling dust and overspray and

DM [®] Plastic Sheeting Multi-Tier Performance			DM [®] Perforated Tires Mounting Tube		
Tread Performance: Designed to meet your needs for load, temperature, peak-folding resistance, and high resiliency properties.			Features a rigid band using a high strength, non-oxidizing, non-ferrous alloy. Mounts slightly above from the band of the parent to form (overhang).		
Dimensions	Part No.	Quantity	Dimensions	Part No.	Qty/Case
1/4" x 1/2"	DM20	12/Case	2 1/2" x 1/2" (100mm)	DM20	6
1/2" x 1/2"	DM22	12/Case	2 1/2" x 3/4" (100mm)	DM22	6
1/2" x 3/4"	DM23	12/Case	2 1/2" x 1" (100mm)	DM23	6
3/4" x 1/2"	DM24	12/Case	3" x 1/2" (100mm)	DM24	6
3/4" x 3/4"	DM25	12/Case	3" x 3/4" (100mm)	DM25	6
1" x 1/2"	DM26	12/Case	3" x 1" (100mm)	DM26	6
1" x 3/4"	DM27	12/Case	3" x 1 1/4" (100mm)	DM27	6
1 1/2" x 1/2"	DM28	12/Case	3 1/2" x 1/2" (100mm)	DM28	6
1 1/2" x 3/4"	DM29	12/Case	3 1/2" x 3/4" (100mm)	DM29	6
1 1/2" x 1"	DM30	12/Case	3 1/2" x 1" (100mm)	DM30	6
2" x 1/2"	DM31	12/Case	3 1/2" x 1 1/4" (100mm)	DM31	6
2" x 3/4"	DM32	12/Case	3 1/2" x 1 3/4" (100mm)	DM32	6
2" x 1"	DM33	12/Case	3 1/2" x 2" (100mm)	DM33	6
2 1/2" x 1/2"	DM34	12/Case	3 1/2" x 2 1/4" (100mm)	DM34	6
2 1/2" x 3/4"	DM35	12/Case	3 1/2" x 2 3/4" (100mm)	DM35	6
2 1/2" x 1"	DM36	12/Case	3 1/2" x 3" (100mm)	DM36	6
2 1/2" x 1 1/4"	DM37	12/Case	3 1/2" x 3 1/4" (100mm)	DM37	6
2 1/2" x 1 3/4"	DM38	12/Case	3 1/2" x 3 3/4" (100mm)	DM38	6
2 1/2" x 2"	DM39	12/Case	3 1/2" x 4" (100mm)	DM39	6
3" x 1/2"	DM40	12/Case	3 1/2" x 4 1/4" (100mm)	DM40	6
3" x 3/4"	DM41	12/Case	3 1/2" x 4 3/4" (100mm)	DM41	6
3" x 1"	DM42	12/Case	3 1/2" x 5" (100mm)	DM42	6
3" x 1 1/4"	DM43	12/Case	3 1/2" x 5 1/4" (100mm)	DM43	6
3" x 1 3/4"	DM44	12/Case	3 1/2" x 5 3/4" (100mm)	DM44	6
3" x 2"	DM45	12/Case	3 1/2" x 6" (100mm)	DM45	6
3 1/2" x 1/2"	DM46	12/Case	3 1/2" x 6 1/4" (100mm)	DM46	6
3 1/2" x 3/4"	DM47	12/Case	3 1/2" x 6 3/4" (100mm)	DM47	6
3 1/2" x 1"	DM48	12/Case	3 1/2" x 7" (100mm)	DM48	6
3 1/2" x 1 1/4"	DM49	12/Case	3 1/2" x 7 1/4" (100mm)	DM49	6
3 1/2" x 1 3/4"	DM50	12/Case	3 1/2" x 7 3/4" (100mm)	DM50	6
3 1/2" x 2"	DM51	12/Case	3 1/2" x 8" (100mm)	DM51	6
3 1/2" x 2 1/4"	DM52	12/Case	3 1/2" x 8 1/4" (100mm)	DM52	6
3 1/2" x 2 3/4"	DM53	12/Case	3 1/2" x 8 3/4" (100mm)	DM53	6
3 1/2" x 3"	DM54	12/Case	3 1/2" x 9" (100mm)	DM54	6
3 1/2" x 3 1/4"	DM55	12/Case	3 1/2" x 9 1/4" (100mm)	DM55	6
3 1/2" x 3 3/4"	DM56	12/Case	3 1/2" x 9 3/4" (100mm)	DM56	6
3 1/2" x 4"	DM57	12/Case	3 1/2" x 10" (100mm)	DM57	6
3 1/2" x 4 1/4"	DM58	12/Case	3 1/2" x 10 1/4" (100mm)	DM58	6
3 1/2" x 4 3/4"	DM59	12/Case	3 1/2" x 10 3/4" (100mm)	DM59	6
3 1/2" x 5"	DM60	12/Case	3 1/2" x 11" (100mm)	DM60	6
3 1/2" x 5 1/4"	DM61	12/Case	3 1/2" x 11 1/4" (100mm)	DM61	6
3 1/2" x 5 3/4"	DM62	12/Case	3 1/2" x 11 3/4" (100mm)	DM62	6
3 1/2" x 6"	DM63	12/Case	3 1/2" x 12" (100mm)	DM63	6
3 1/2" x 6 1/4"	DM64	12/Case	3 1/2" x 12 1/4" (100mm)	DM64	6
3 1/2" x 6 3/4"	DM65	12/Case	3 1/2" x 12 3/4" (100mm)	DM65	6
3 1/2" x 7"	DM66	12/Case	3 1/2" x 13" (100mm)	DM66	6
3 1/2" x 7 1/4"	DM67	12/Case	3 1/2" x 13 1/4" (100mm)	DM67	6
3 1/2" x 7 3/4"	DM68	12/Case	3 1/2" x 13 3/4" (100mm)	DM68	6
3 1/2" x 8"	DM69	12/Case	3 1/2" x 14" (100mm)	DM69	6
3 1/2" x 8 1/4"	DM70	12/Case	3 1/2" x 14 1/4" (100mm)	DM70	6
3 1/2" x 8 3/4"	DM71	12/Case	3 1/2" x 14 3/4" (100mm)	DM71	6
3 1/2" x 9"	DM72	12/Case	3 1/2" x 15" (100mm)	DM72	6
3 1/2" x 9 1/4"	DM73	12/Case	3 1/2" x 15 1/4" (100mm)	DM73	6
3 1/2" x 9 3/4"	DM74	12/Case	3 1/2" x 15 3/4" (100mm)	DM74	6
3 1/2" x 10"	DM75	12/Case	3 1/2" x 16" (100mm)	DM75	6
3 1/2" x 10 1/4"	DM76	12/Case	3 1/2" x 16 1/4" (100mm)	DM76	6
3 1/2" x 10 3/4"	DM77	12/Case	3 1/2" x 16 3/4" (100mm)	DM77	6
3 1/2" x 11"	DM78	12/Case	3 1/2" x 17" (100mm)	DM78	6
3 1/2" x 11 1/4"	DM79	12/Case	3 1/2" x 17 1/4" (100mm)	DM79	6
3 1/2" x 11 3/4"	DM80	12/Case	3 1/2" x 17 3/4" (100mm)	DM80	6
3 1/2" x 12"	DM81	12/Case	3 1/2" x 18" (100mm)	DM81	6
3 1/2" x 12 1/4"	DM82	12/Case	3 1/2" x 18 1/4" (100mm)	DM82	6
3 1/2" x 12 3/4"	DM83	12/Case	3 1/2" x 18 3/4" (100mm)	DM83	6
3 1/2" x 13"	DM84	12/Case	3 1/2" x 19" (100mm)	DM84	6
3 1/2" x 13 1/4"	DM85	12/Case	3 1/2" x 19 1/4" (100mm)	DM85	6
3 1/2" x 13 3/4"	DM86	12/Case	3 1/2" x 19 3/4" (100mm)	DM86	6
3 1/2" x 14"	DM87	12/Case	3 1/2" x 20" (100mm)	DM87	6
3 1/2" x 14 1/4"	DM88	12/Case	3 1/2" x 20 1/4" (100mm)	DM88	6
3 1/2" x 14 3/4"	DM89	12/Case	3 1/2" x 20 3/4" (100mm)	DM89	6
3 1/2" x 15"	DM90	12/Case	3 1/2" x 21" (100mm)	DM90	6
3 1/2" x 15 1/4"	DM91	12/Case	3 1/2" x 21 1/4" (100mm)	DM91	6
3 1/2" x 15 3/4"	DM92	12/Case	3 1/2" x 21 3/4" (100mm)	DM92	6
3 1/2" x 16"	DM93	12/Case	3 1/2" x 22" (100mm)	DM93	6
3 1/2" x 16 1/4"	DM94	12/Case	3 1/2" x 22 1/4" (100mm)	DM94	6
3 1/2" x 16 3/4"	DM95	12/Case	3 1/2" x 22 3/4" (100mm)	DM95	6
3 1/2" x 17"	DM96	12/Case	3 1/2" x 23" (100mm)	DM96	6
3 1/2" x 17 1/4"	DM97	12/Case	3 1/2" x 23 1/4" (100mm)	DM97	6
3 1/2" x 17 3/4"	DM98	12/Case	3 1/2" x 23 3/4" (100mm)	DM98	6
3 1/2" x 18"	DM99	12/Case	3 1/2" x 24" (100mm)	DM99	6
3 1/2" x 18 1/4"	DM100	12/Case	3 1/2" x 24 1/4" (100mm)	DM100	6

3M® Soft Edge Foam Masking Tape PLUS			3M® Smooth Transition Tape, White		
Foam tape eliminates hard paint lines in joint areas, helps reduce noise, and offers a more stylized application compared to masking with conventional tapes. Applied on top of the standard masking products protecting the surroundings of the repair area to create a smooth paint edge.					
Dimensions 20 mm x 7.6 m	Part No. 5045	Quantity 1 Piece	Dimensions 6.35 mm x 6.1 m	Part No. 5050	Quantity 1 Roll

Find out more about
3M® Masking Products:



The right tape to
get the job done

Customer Focused Selling
Guide



Selling Process On One Page – Masking Process

Rapport, Reason, & Response

- I'm here today to talk to you about your **masking process** as I want to help you to increase your profitability as we might be able to improve your productivity

Ask Questions to identify individual needs and provide solutions

- Gain a better understanding of the daily challenges /pain points of your customer in the masking process
 - “If you could change one thing about your current masking tape / process, what would it be?”
 - Tell me > Explain to me > Describe to me ...

Understanding & Agreement

- Connect the 3M benefits and solutions to the identified shop's need and pain points
- Ask for a demonstration & training (SOP)

Close the “Win” for the shop

- Provide a list of PN's for an easy order
- Follow up with the shop to ensure the newly converted accounts remain with us

**Customers often
buy emotionally
and justify
logically.**

Gerald Zaltman
Professor Harvard Business School

A customer question guide ... FAQs

How to choose the right tape?

Choosing the right tape for automotive applications requires careful consideration of several factors to ensure optimal performance and cost-effectiveness. Begin by assessing the paint type and environment, as outdoor applications may need tapes that resist UV exposure and moisture. Consider the duration the tape will be applied; for extended periods, choose tapes with adhesives that allow for clean removal without residue. Price level is also important; while premium tapes may be more expensive, they often provide superior performance, enhance productivity, and reduce the risk of rework. Opt for tapes with release coatings and primer layers to keep the adhesive anchored to the backing, and with strong adhesives for clean removal and durable adhesion on substrates like rubber or glass. In humid environments or where condensation is possible, choose tapes with water resistance, and for outdoor use, ensure the tape can endure prolonged UV exposure without degrading. By evaluating these factors—type, environment, duration, price, and specific tape features—you can select the right tape that meets your needs and ensures reliable performance.

Why use plastic sheeting instead of masking paper for large area masking?

Instead of a combination of plastic and paper, use of Plastic Sheeting as they easily pay for themselves in shorter masking time and reduced rework. 3M™ Plastic Sheeting are specially treated, which helps paint adhere to it and prevents flaking and helps dirt stick to the sheeting which reduces the amount of dirt that falls onto the fresh paint job, which reduces the amount of dirt nibs/paint finishing rework required. You can also tape directly to the plastic sheeting instead of using it in conjunction with masking paper. Ideally choose the masking products such that most can stay on throughout the whole process, allowing full protection.

How to avoid reworking rough edges by sanding and polishing?

Edge “elopement” is a physical effect that occurs when coating surfaces. This causes the coating on edges to be thinner than on flat surfaces, which often leads to massive rework due to sanding or polishing through the edges. This can be prevented by using 3M™ Soft Edge Foam Masking Tape PLUS and 3M™ Smooth Transition Tape, which are specifically engineered to soften or virtually eliminate hard paint lines on automotive jambs, hood and trunk lines and other areas where paint must blend seamlessly. This helps paint to feather for virtually invisible paint lines.

How to maintain your masking tape performance?

Masking tapes can deteriorate in quality over time if not handled properly. Store your masking products right to protect their balanced properties and adhesion - at 70 °F, 50 %RH in a clean, dry space without direct sun light is ideal. Leaving a roll inside a booth and subject to bake cycles can negatively affect performance.

What is best practice for applying masking tapes?

Avoid stretching the tape, particularly when applying it in cavities or dips and chose the right tape for your substrate.

3M Masking Tapes work with pressure sensitive adhesive, thus firm press the edge of the tape to assure correct adhesion and prevent unclean edges.

What is best practice for demasking?

Removal of masking tapes and film is best done when the car has just finished the bake cycle and is still warm.

It is recommended to remove Masking tape by pulling at a 45° angle to the surface. A flatter or sharper angle has a higher risk of leaving adhesive residue on the surface. Using Premium Masking Tapes will pay-off here as they have a lower tendency to leave adhesive residue or tape to sliver.

Where is it best to mask a car?

Masking Outside (UV & Water exposure) – It's best to mask indoors or even in the paint booth. Exposure to UV and rain can have an effect on the clean removal (slivering and adhesive transfer). Even humidity can have negative effects – like poor adhesion and lifting.

Thank you!



3M