



Introducing

The Welder's Choice

Built on 2026 momentum.
Expanded for even greater impact in 2027.

We're doubling down

Bigger, smarter, and more supported growth in 2027.

Proven to drive growth:

- Welder's Choice helped grow demand for key 3M hero products
- The campaign brought new customers into the 3M right angle portfolio
- Many of those customers expanded into adjacent abrasive categories
- Distributor reps were better equipped to sell after completing 3M training
- 3M is increasing investment to build on that momentum in 2027

Proof of Success

Welder's Choice delivered measurable results.



Welder's Choice did more than create awareness, it helped drive acquisition, conversion, and category expansion. Here were the results:

8,200+

New to 3M Right Angle
Customers

48%

Started Purchasing Flap Discs or
Clean & Strip

42%

YTD Growth for 3M's Welder's Choice
Hero Products

The Industry Challenge Continues to Grow

The welding market still needs productivity solutions.



Welder's Choice helps your team lead with business value, not just product features.

- Produce more with fewer process interruptions
- Improve throughput
- Support worker safety
- Simplify purchasing across categories

Solve More Challenges and Expand Your Reach

Sell broader solutions and grow more within each account

When you sell across abrasives, safety, and industrial adhesives and tapes, you become a more strategic supplier — not just another product source.



Up to 40% more speed in an end-to-end welding process

Production Manager + Welders

3M Abrasive Systems + 3M Personal Safety



Safety Manager



Design/Manufacturing Engineer

3M Industrial Adhesives and Tapes

The Welder's Choice Campaign in 2027

3M enables you to sell and win, based on however you service your customers.



Generalist Sales



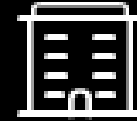
Specialist Sales



Inside Sales



ECommerce & Digital



Walk-In Branches



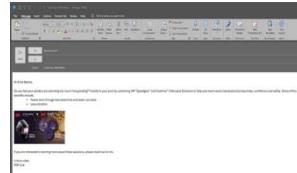
Sales Guides



Online Training



Hands On Training



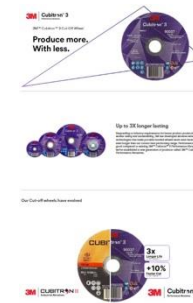
Email Templates



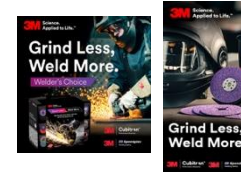
Product Videos



Flyer



Rich Product Content



Banners and Social Media



In-Store Displays



Small Quantity Product Kits and Contests

3M training helps distributor reps sell effectively



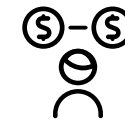
Precision training that sparks performance.



When reps go through 3M training, they are prepared to:

- Explain 3M product differentiation clearly
- Handle price and performance objections with confidence
- Position total process value, not just unit cost
- Cross-sell across multiple 3M divisions
- Use demos, guides, and samples to open new conversations

Training Flexibility for Your Sales Teams Needs:



Generalist reps: Short webinars, quick tutorials, sales guides, videos, samples



Specialists: Certification-style training, onsite support, demos, value-selling tools



Inside sales: Livestream demos, role-play call training, sample follow-up support

Joint Calls and Independent Selling

3M will support in large accounts and training your teams to succeed in medium-small accounts.

Work with our 3M abrasive sales experts on the key accounts to providing higher quality service. For small and medium size accounts, using 3M marketing and training so you can sell and win independently. This is how we can work stronger together and grow sales in 2027!



Generalist Sales



Specialist Sales



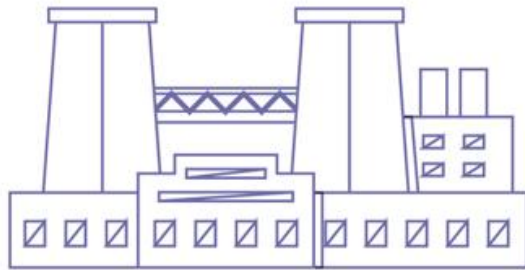
Inside Sales



ECommerce & Digital



Retail Branches



Large End Users



Medium End Users



Small End Users



Micro End Users

Let's make Welder's Choice even bigger in 2027

More investment. More enablement. More demand generation. More ways for your team to win!

We are looking for channel partners who want to:

- ✓ Grow welding and right-angle category sales
- ✓ Activate more field sellers, specialists, and inside sales reps
- ✓ Use training and samples to convert more opportunities
- ✓ Expand share within existing accounts
- ✓ Strengthen their position as a complete welding solutions supplier



You in?



The information contained in this ppt is intended for industrial/occupational use by persons with the knowledge and technical skills to use such information. It is supplemental only and is not intended to replace the detailed information found in written 3M product instruction and installation manuals. For additional information, including important safety and warranty information, regarding 3M products, please refer to 3M Product Literature available upon request.

¹Process time recorded during testing in a selected metal fabrication processes. Performance solution of 3M Cubitron™ fibre disc and 3M™ Adflo™ Powered Air Purifying Respirator System with 3M™ Speedglas™ G5-01 Series Welding Helmet and hearing protection compared to a conventional solution of high-quality ceramic grinding wheel and 3M™ Speedglas™ 100 Series Welding Helmet with separate half face piece respirator, grinding shield, hearing protection, and safety glasses.