

**3M** Science.  
Applied to Life.™



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Durable Label  
Product Selector

# Get the durability you demand, now and down the road.

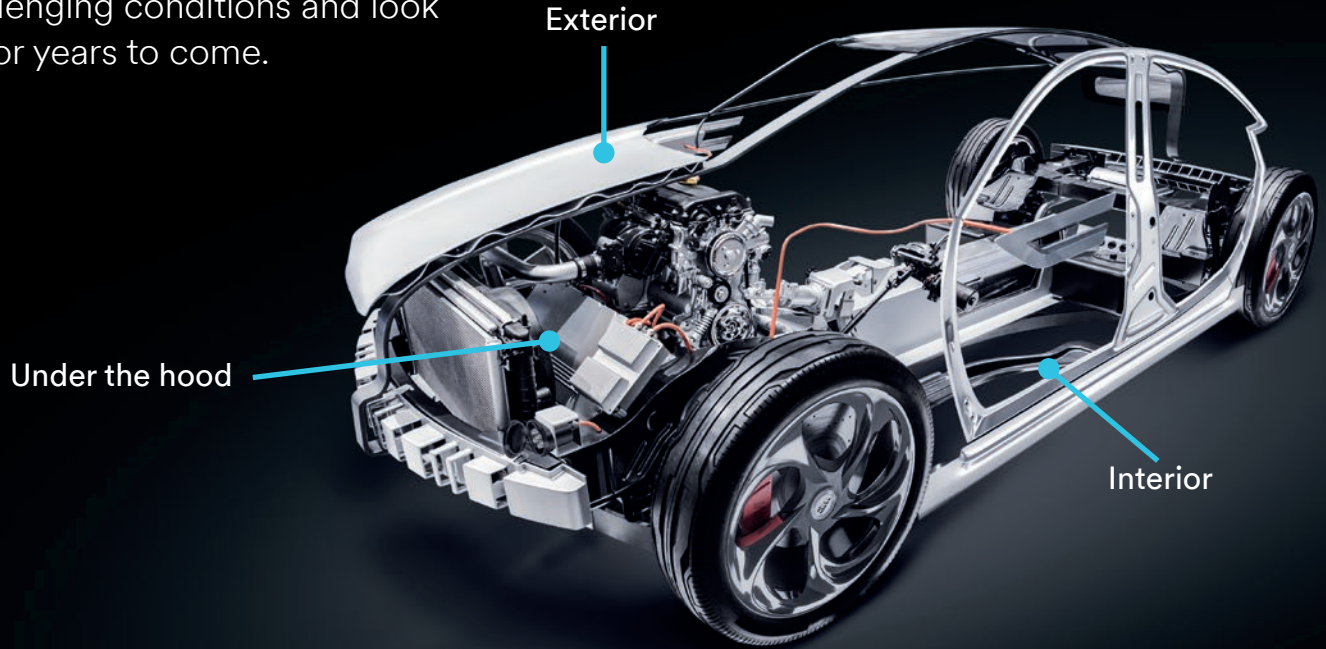
3M™ Automotive-Ready Portfolio  
of Durable Label Solutions

Testing and documentation are essential requirements for supplying labels to the automotive industry. We support suppliers and car manufacturers in their specialization processes.

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

# Designed to meet the conditions of use and specifications for automotive labeling.

Grease and grime are no match for 3M™ Durable Labels that stand up to challenging conditions and look great for years to come.



## Interior

Sticks on even hard to bond structured plastics and glass. Resistance to high loads from chemical and mechanical influences.



Products	Facestock	Adhesive Performance
3M™ Destructible Label Material 3812	Polyurethane, white-matte	++/+++
3M™ Polypropylene Label Material 7777	Polypropylene, white-glossy	++
3M™ Tamper Evident Label Material 7380	Polyester, white-matte	++/+++
3M™ Polyester Label Material OFM03402	Acrylate, white-glossy	++
3M™ Laser Markable Label Material 7847	Acrylate, black-matte/white	++/+++
3M™ Laser Markable Label Material 7848	Acrylate, silver-matte/black	++/+++

# Under the Hood

Adhesive adheres to slightly oily surfaces e.g., pumps for power steering. Radiator warning label stays on and gets noticed, even in heat. Easily identify different wire harnesses. Jump start battery labels for branding, instructions and warnings.



Products	Facestock	Adhesive Performance
3M™ High Temperature Resistant Label Material 3921	Acrylate, white-matte	++
3M™ Destructible Label Material 3812	Polyurethane, white-matte	++/+++
3M™ Polypropylene Label Material 7777	Polypropylene, white-glossy	++
3M™ Tamper Evident Label Material 7380	Polyester, white-matte	++/+++
3M™ Polyester Label Material 7868V	Polyester, white-glossy	++/+++
3M™ Polyester Label Material 7871V	Polyester, white-glossy	++/+++
3M™ Polyester Label Material 7247	Polyester, silver-matte	+++
3M™ Polyester Label Material 7879	Polyester, silver-matte	+++
3M™ Polyester Label Material 7872V	Polyester, silver-glossy	+++
3M™ Vinyl Label Material 3690E+	Vinyl, white-glossy	+++

# Exterior

Labels stay put on flexible cords, bare metals and powder-coated metals. Attach vin labels and tire pressure information inside door jambs.



Products	Facestock	Adhesive Performance
3M™ Polyester Label Material 7331V	Polyester, white-glossy	++
3M™ Polyester Label Material 7868V	Polyester, white-glossy	++/+++
3M™ Polyester Label Material 7871V	Polyester, white-glossy	++/+++
3M™ Polyester Label Material 7247	Polyester, silver-matte	+++
3M™ Polyester Label Material 7879	Polyester, silver-matte	+++
3M™ Polyester Label Material 7872V	Polyester, silver-glossy	+++

# Create a lasting impression with labels that last.

Every part of designing a car is important, down to the instruction and warning labels.

3M™ Automotive-Ready Durable Labels keep the parts you've engineered looking sharp for the long haul. They stay put no matter how tough the conditions, including extreme cold and heat, grease, chemicals, moisture and more — so drivers stay in the know.



## Strong

Labels have 4 layers: topcoat, face stock, adhesive and liner.



## Smooth

They apply smoothly for a bubble-free appearance and long-term adhesion.



## Versatile

Labels can be applied on a variety of surfaces: bare metals, powder-coated metals, glass and plastics.

**We will help you to find the right product for your needs.**

**We can help test various substrates according to your procedures.**



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