Transform your vehicles into brilliant media assets with high-quality graphics products from 3M.
**Be Market Savvy**

Everyone’s always on the go. Shouldn’t your brand be, as well? Add a level of sophistication to your marketing mix with fleet graphics.

The power to reach—Even a single intra-city truck with graphics can generate up to 16 million visual impressions in a year.*

The power to impress—Study after study ranks fleet graphics as the most cost-effective and influential advertising media available. How influential? One study found that:

- 97 percent of survey respondents recalled the ad on the truck.
- 98 percent thought the ads created a positive image of the advertiser.
- 96 percent thought fleet graphics had more impact than billboards.**

**With Unbeatable Values**

It’s undeniable. With low cost-per-thousand-impressions, fleet graphics offer the single most cost-effective advertising tool available.

### Media Asset-Value Comparison

<table>
<thead>
<tr>
<th>Advertising Medium</th>
<th>Cost per thousand (CPM)*</th>
<th>Cost of Equivalent DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$23.70</td>
<td>$1,445,700</td>
</tr>
<tr>
<td>Magazine</td>
<td>$21.46</td>
<td>$1,309,060</td>
</tr>
<tr>
<td>Newspaper</td>
<td>$19.70</td>
<td>$1,201,700</td>
</tr>
<tr>
<td>Prime-time television</td>
<td>$18.15</td>
<td>$1,107,150</td>
</tr>
<tr>
<td>Radio</td>
<td>$7.75</td>
<td>$472,750</td>
</tr>
<tr>
<td>Outdoor</td>
<td>$3.56</td>
<td>$217,160</td>
</tr>
<tr>
<td>Fleet graphics (average, annually)**</td>
<td>$0.48</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

* Based on 61 million Prime DEC annually; average of top 40 media markets from Media Buyers Guide.
** Based on a three-month 3M study in San Francisco.

**Be Sensational**

With Brilliant, Durable Graphics

Express your brand personality and communicate your promotions with brilliant, larger-than-life images. With 3M’s latest technologies and our most comprehensive line of products, we can help you realize your visions—no matter how challenging they may seem.

And to help protect your precious brand, each graphic component is engineered, tested and manufactured to work together for unsurpassed color brilliance and durability.

**Be Visible & Safe, 24/7**

With Reflective Films

Stretch your ad dollars by ensuring that your message is seen day and night.

3M™ Scotchlite™ Removable Reflective Graphic Films give fleet graphics bright, sharp nighttime and daytime visibility for enhanced advertising effectiveness and safety 24 hours a day.

Reflect on this: The use of reflective graphics increases the number of annual impressions by 40 percent. (American Trucking Association, 1992).

**Turn Heads Turn Profits 24/7**

**Sweet Wheels**

Farley’s & Sathers Candy Company

Looking for a cost-effective, dynamic way to build brand recognition, Farley’s & Sathers chose 3M™ Scotchlite™ Removable Reflective Graphic Films to colorfully feature its favorite candy brands on 93 of its 53-foot trailers.

**Boosting Brand Awareness & Safety**

The 3M reflective film offers bright, sharp nighttime and daytime visibility and is helping the candy maker enhance advertising effectiveness, as well as safety, 24 hours a day.

“When people see our reflective graphics, they often take a second look, and that tells me we truly made an impact,” said Michele Graber of Farley’s & Sathers’ Marketing Services.

**Smart Money**

“Using fleet graphics is an extremely cost-effective way to build brand awareness,” remarked Linda Roslansky, graphic designer. “We can’t afford not to use our trailers as media assets.”
Be Free!
To Change Your Message, Any Time
With 3M’s range of graphic solutions, you can combine short-, medium- and long-term graphics to add a whole new dimension to your marketing strategy.
3M’s changeable graphic films allow you to change your promotions any time, cost effectively and efficiently, even to target routes with special promotional messages.

To Stay on the Road, Longer
Large format graphics can be installed faster than traditional film technology when you choose the technologies found in 3M™ Controltac™ Graphic Film with Comply™ Adhesive.
For your fleet, that means less time in the shop and more time on the road, where it counts.

To Choose Any Mode of Transportation
3M graphic materials aren’t limited to trailers or vehicles. We offer products for windows, plastics, curved surfaces and much, much more.

Be Assured
With Guaranteed Performance
Choose from 3M’s three rock-solid warranties.
• 3M™ MCS™ Warranty: The first finished-graphics warranty in the industry and still going strong. The warranty gives peace of mind when you need optimum performance for the intended life of the graphic.
• 3M Performance Guarantee: Adds confidence to your choice when you use selected 3M media imaged with the expanding range of 3M-qualified OEM printers and inks.
• 3M Basic Product Warranty: A good, solid foundation that gives you the assurance that you’re getting what you pay for. It’s just enough protection for many short-term graphics, where warranted finished graphics and durability aren’t specified.

Peace of Mind
Weathering & Durability Testing
3M goes beyond industry standards by using a battery of tests, including 20 accelerated-weathering tests and a series of 3M proprietary test methods, which are recognized internationally as improved predictors of real-world weathering results.

Global Exposures
Our Weathering Resource Center (WRC) coordinates outdoor weathering tests at 15 sites around the world, exposing products to a range of environmental stresses—from the scorching desert heat of Arizona and the tropical humidity of Thailand, to the bitter winter cold of Minnesota.

Did You Know?
Unlike other manufacturers, 3M tests both finished graphics and individual components.
### Inkjet Media

<table>
<thead>
<tr>
<th>Number</th>
<th>Product</th>
<th>APPLICATIONS</th>
<th>DESCRIPTION</th>
<th>DURABILITY &amp; WARRANTIES</th>
<th>APPLICATION SURFACES</th>
<th>ADHESIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>IJ280</td>
<td>3M™ Controltac® Graphic Film L180</td>
<td>The ultimate in conformability and lifting resistance</td>
<td>5</td>
<td>Media, Wall</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Controltac Adhesive 180Cv2 &amp; IJ180C (RG &amp; FN also available)</td>
</tr>
<tr>
<td>IJ900C</td>
<td>3M™ Controltac® Cast Overlaminate A700C</td>
<td>Industry standard for vehicle wraps providing air release, repeositionability, stickability, and removable</td>
<td>8</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6345C (RG also available)</td>
</tr>
<tr>
<td>IJ380</td>
<td>3M™ Scotchcal® Matte Overlaminate A590</td>
<td>Same good benefits as L180C with a smoother and glossier appearance</td>
<td>8</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Matte Overlaminate 6320 (RG also available)</td>
</tr>
<tr>
<td>IJ180</td>
<td>3M™ Controltac® Graphic Film 110 &amp; L1100</td>
<td>Easy for large wall murals providing easy installation and removable adhesion</td>
<td>8</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Gloss Overlaminate 6031 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>IJ180Cv2</td>
<td>3M™ Controltac® Graphic Film L180Cv2</td>
<td>Same good benefits as L180C along with a smoother and glossier appearance</td>
<td>8</td>
<td>Media, Wall</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6345C (RG also available)</td>
</tr>
<tr>
<td>IJ160C</td>
<td>3M™ Controltac® Adhesive 160C &amp; IJ160Cv2 (RG &amp; FN also available)</td>
<td>This ultimate in repositionability, has the short term vehicle wraps where you still need repositionability and air release</td>
<td>2</td>
<td>Media, Wall</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Matte Overlaminate 6320 (RG also available)</td>
</tr>
<tr>
<td>IJ160</td>
<td>3M™ Controltac® Graphic Film 110 &amp; L1100 (RG &amp; FN also available)</td>
<td>Great conformability and durability on vehicle wraps. Only cast window film on the market.</td>
<td>1</td>
<td>Media, Wall</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Matte Overlaminate 6320 (RG also available)</td>
</tr>
<tr>
<td>IJ1100R</td>
<td>3M™ Scotchcal® Reflective Graphic Film Sanova L1100R (RG &amp; FN also available)</td>
<td>The ultimate in conformability and lifting resistance, Ideal for vehicle wraps to achieve the best paint look.</td>
<td>3</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
</tbody>
</table>

### Reflective Media

<table>
<thead>
<tr>
<th>Number</th>
<th>Product</th>
<th>APPLICATIONS</th>
<th>DESCRIPTION</th>
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<th>ADHESIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>IJ880CR</td>
<td>3M™ Scotchcal® Removable Reflective Graphic Film with Comply™ Adhesive L880CR (RG &amp; FN also available)</td>
<td>Removable reflective graphic film offers high day and night visibility and features repositionability and removable features</td>
<td>8</td>
<td>Media, Wall</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>IJ880D</td>
<td>3M™ Scotchcal® Reflective Graphic Film L880D (RG &amp; FN also available)</td>
<td>Industry standard reflective film combines vinyl durability and increased graphics impact with improved 24/7 visibility.</td>
<td>7</td>
<td>Media, Wall</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>IJ510R</td>
<td>3M™ Scotchcal® Reflective Graphic Film Santa L510R (RG &amp; FN also available)</td>
<td>Removable reflective graphic film is ideally suited for use on leased fleets or for shorter-term graphics.</td>
<td>4</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>IJ850D</td>
<td>3M™ Scotchcal® Reflective Graphic Film Santa L510D (RG &amp; FN also available)</td>
<td>Perfect reflective film choice for short term messages.</td>
<td>1.5</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
</tbody>
</table>

### Overlaminates for Protection of Printed Media

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>B518</td>
<td>3M™ Scotchcal® Gloss Overlaminate A518</td>
<td>Offers high gloss in a highly conformable overlaminate. Ideal for vehicle wraps to achieve the best paint look.</td>
<td>3</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>B519</td>
<td>3M™ Scotchcal® Luster Overlaminate A519</td>
<td>Industry standard for flexible, conformable cast overlaminate.</td>
<td>5</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>B520</td>
<td>3M™ Scotchcal® Matte Overlaminate A520</td>
<td>Matte finish is perfect for indoor use or when glare is a concern.</td>
<td>5</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>B580</td>
<td>3M™ Scotchcal® Gloss Overlaminate A580</td>
<td>The ultimate in conformability and lifting resistance.</td>
<td>3</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
<tr>
<td>B514</td>
<td>3M™ Scotchcal® Optically Clear Overlaminate 6054</td>
<td>Use on vehicle graphics made with film A574 where optical clarity is required.</td>
<td>2</td>
<td>Vinyl Wrap</td>
<td>Permanent, Changeable</td>
<td>Scotchcal™ Optically Clear Overlaminate 6054 (RG &amp; FN also available)</td>
</tr>
</tbody>
</table>

1. Minimum expected outdoor durability of unprinted film. For actual performance of specific films, ink and graphic protection combination, refer to the warranty matrices in the rear of this catalog or the appropriate base film 3M Product Bulletin.

For complete product details and warranted applications, go to 3Mgraphics.com and select Technical Bulletins.

2. Minimum expected outdoor durability of printed film. For actual performance of specific films, ink and graphic protection combination, refer to the warranty matrices in the rear of this catalog or the appropriate base film 3M Product Bulletin.

For complete product details and warranted applications, go to 3Mgraphics.com and select Technical Bulletins.
The 3M Advantage

Range of Products, Practical Solutions

3M offers the latest technologies and the most comprehensive line of products to help deliver what you envision.

We also lead the industry with innovative digital printing materials, delivering an exceptional range of graphic films, as well as overlaminates, inks, toners, clear coats and application tools—a true advantage when it comes to speed, efficiency and cost.

Reliable Performance

We subject our products to some of the industry’s most rigorous tests to ensure that they work with all related system components to produce digital graphics of unsurpassed quality, consistency and durability.

Global Consistency, Support

Gain peace of mind knowing that you’ll get the same look and the same quality anywhere you do business.

When you need support, you can count on our global team of experts to guide you in product selection, design and installation.

The following is a summary of our warranties that may be available for the products you are using. Always refer to the current 3M Product Bulletin for the base film or substrate you are using to determine which warranty applies to your situation.

The 3M™ MCS™ Warranty protects the whole graphic and each individual graphic component. It covers manufacturing defects, premature failure, excessive dimensional change and loss of adhesion. 3M will replace all 3M materials used and, for certain products and applications, provide labor coverage for removal, remanufacture and reapplication. See the 3M Graphics Market Center Warranty brochure or our website for specific details.

The 3M Performance Guarantee covers product performance of 3M films and compatible 3M overlaminates and clear coats, which are guaranteed to be free of media-induced artifacts and to adhere to recommended substrates as specified in the corresponding 3M Product Bulletins. The 3M Performance Guarantee covers replacement cost of 3M materials only.

Each 3M film and graphic protection has an Expected Durability period based on using the product without imaging or processing, and applied to flat surfaces in non-abusive environments. This period is a reliable expectation but does not guarantee graphic performance.

Color profiles are provided on our website as a service to our customers. Profiles can conveniently be searched for via printer, RIP engine or media type.

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