Taking you places

with Fleet Graphics

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

3M

Make the Extraordinary Possible with 3M Fleet and Vehicle Graphics

Whether you operate a fleet of 2,000 trucks or rely on a single van to deliver your products and services, 3M graphics can transform your fleet into cost-effective media assets, powerful enough to drive brand awareness, sales and business growth.

Be Market Savvy
With Powerful Advertising

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.**

The power to target—You can optimize routes and messages to target specific demographic groups using GPS technology. You'll get vastly improved measurement capabilities in addition to more bang for your buck.

 *American Trucking Association
** RYP & Becker Group*

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

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

* 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).

Sweet Wheels
Farley's & Sathers Candy Company

Looking for a cost-effective, dynamic way to build brand recognition, Farley's & Sathers chose 3M™ Scotchlite™ Reflective Graphic Film 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 Michelle Graber of Farley's & Sathers' Marketing Services.

The company's drivers also report feeling safer when driving at night because of the film's high reflectivity.

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."

Turn Heads Turn Profits 24/7

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.

courtesy of bluemedia®

With 3M's range of graphics solutions, you can combine short-, medium- and long-term graphics to change your promotions any time, or target specific routes with special promotional messages.

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 manufactures, 3M tests both finished graphics and individual components.

Reliable Performance Guaranteed

Inkjet Media

Number	Product	Fleet (commercial trailer, truck, tractor) & Vehicle Graphics	Vehicle Wraps	Transit (bus, passenger train)	Advantages & Common Uses	Expected Durability (years) †	3M MCS Warranty	Performance Guarantee	Flat	Flat with rivets	Corrugated	Simple Curves	Compound Curves	Deep Channels & Concaves (without Primer 94)	Permanent	Removable	Changeable
IJ380	3M™ Controltac™ Graphic Film IJ380				The ultimate in conformability and lifting resistance	5	■	■	■	■	■	■	■	■		■	
180C & IJ180C	3M™ Controltac™ Graphic Film with Comply™ Adhesive 180C & IJ180C (RG & FN also available)	■	■	■	Industry standard for vehicle wraps providing air release, reposition-ability, slideability and removability.	8	■	■	■	■	■	■	■	■		■	
180Cv2 & IJ180Cv2	3M™ Controltac™ Graphic Film with Comply™ Adhesive 180Cv2 & IJ180Cv2 (RG & FN also available)	■	■	■	Same great benefits as IJ180C along with a smoother and glossier appearance.	8	■	■	■	■	■	■	■	■		■	
180 & IJ180	3M™ Controltac™ Graphic Film 180 & IJ180 (RG & FN also available)	■	■	■	Used for large wall murals providing easy installation and reliable adhesion.	8	■	■	■	■	■	■	■			■	
181	3M™ Controltac™ Graphic Film 181	■			Same great benefits as 180 but designed for stainless steel applications.	8	■		■	■	■	■				■	
3552C & IJ3552C	3M™ Controltac™ Changeable Graphic Film with Comply™ Adhesive 3552C & IJ3552C (RG & FN also available)	■	■	■	The ultimate in removability. Use this for short-term vehicle wraps when you still need slideability, repositionability and air release.	2	■		■	■	■	■	■				■
8171 & IJ8171	3M™ Scotchcal™ Perforated Window Graphic Film 8171 & IJ8171 (RG & FN also available)	■		■	Great conformability and durability on vehicle wrap windows. Only cast window film on the market.	1	■		■			■				■	
160C & IJ160C	3M™ Controltac™ Graphic Film with Comply™ Adhesive 160C & IJ160C (RG & FN also available)	■		■	Great for short-term vehicle graphics that demand slideability, repositionability and bubble-free installation.	5	■		■			■				■	
160 & IJ160	3M™ Controltac™ Graphic Film 160 & IJ160 (RG & FN also available)	■		■	Great for short-term graphics that require slideability.	5	■		■			■				■	
3545C	3M™ Controltac™ Removable Graphic Film with Comply™ Adhesive 3545C (RG also available)	■		■	Suitable for graphics that require a non-PVC solution.	3	■	■	■			■				■	
3555 & IJ3555	3M™ Scotchcal™ Changeable Graphic Film 3555 & IJ3555 (RG & FN also available)	■		■	The ultimate in removability. Use this film for short-term promotional graphics.	2	■	■	■			■					■
8522	3M™ Scotchcal™ Changeable Opaque Imaging Media 8522	■		■	Outstanding image quality and durability for aqueous inks.	3	■		■			■					■

Reflective Media

Number	Product	Fleet (commercial trailer, truck, tractor) & Vehicle Graphics	Vehicle Wraps	Transit (bus, passenger train)	Advantages & Common Uses	Expected Durability (years) †	3M MCS Warranty	Performance Guarantee	Flat	Flat with rivets	Corrugated	Simple to Moderate Curves	Compound Curves	Permanent	Removable	Changeable
IJ680CR	3M™ Scotchlite™ Removable Reflective Graphic Film with Comply™ Adhesive IJ680CR (RG & FN also available)	■	■	■	Removable reflective graphic film offers day and night visibility and features slideability and bubble-free installation.	8	■	■	■	■	■	■			■	
IJ680	3M™ Scotchlite™ Reflective Graphic Film IJ680 (RG & FN also available)	■	■	■	Industry standard reflective film features slideability and increases graphic impressions by offering 24/7 visibility.	7	■	■	■	■	■	■		■		
IJ5100R	3M™ Scotchlite™ Reflective Graphic Film Series IJ5100R (RG & FN also available)	■	■	■	Removable reflective graphic film is ideally suited for use on leased fleets or for shorter-term graphics.	4	■	■	■	■	■	■			■	
IJ5000	3M™ Scotchlite™ Reflective Graphic Film Series IJ5000 (RG & FN also available)	■	■		Perfect reflective film choice for short-term messages.	1.5	■		■	■		■		■		

Overlaminates for Protection of Printed Media

Number	Product	Fleet (commercial trailer, truck, tractor) & Vehicle Graphics	Vehicle Wraps	Transit (bus, passenger train)	Advantages & Common Uses	Expected Durability (years) †	3M MCS Warranty	Performance Guarantee	Flat	Flat with rivets	Corrugated	Simple to Moderate Curves	Compound Curves	Permanent	Removable	Changeable
8518	3M™ Scotchcal™ Gloss Overlaminate 8518	■	■	■	Offers high gloss in a highly conformable overlaminate. Ideal for vehicle wraps to achieve the wet paint look.	3	■		■	■	■	■	■	■		
8519	3M™ Scotchcal™ Luster Overlaminate 8519	■	■	■	Industry standard for a flexible, conformable cast overlaminate.	5	■		■	■	■	■	■	■		
8520	3M™ Scotchcal™ Matte Overlaminate 8520	■	■	■	Matte finish is perfect for indoor use or when glare is a concern.	5	■		■	■	■	■	■	■		
8580	3M™ Scotchcal™ Gloss Overlaminate 8580	■	■	■	The ultimate in conformability and lifting resistance	3			■	■	■	■	■	■		
8914	3M™ Scotchcal™ Optically Clear Overlaminate 8914	■	■	■	Use on window graphics made with film IJ8171 where optical clarity is requried.	2			■		■		■	■		

† Maximum expected outdoor durability of unprinted films. For actual warranties of specific film, ink and graphic protection combinations, 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.

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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 better we can make it look and the more professional we can make it look, it reflects better on the company— in more ways than one

Tom Sullivan, founder and chairman, Lumber Liquidators

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.

Every effort has been made to ensure the accuracy and completeness of the information in this brochure. 3M, however, assumes no liability as a result of any errors or inaccuracies that may exist. For the most current information, please visit www.3Mgraphics.com or call 1-800-328-3908. 3M, Controltac, Comply, MCS, Scotchcal, and Scotchlite are trademarks of 3M. NASCAR® and NASCAR Officially Licensed® are registered trademarks of the National Association of Stock Car Racing, Inc. Roush Fenway Racing Trademarks used by Authority of Roush Fenway, LLC. All other trademarks are property of their respective brands.

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