

**3M** Science.  
Applied to Life.™

# Take your message to the road.

Solutions for fleet  
vehicle graphics



# Turn your fleet into rolling billboards

Vehicle graphics can be seen by a huge audience every day. And because vehicle space is free, it's a great way to create consistent, high impact advertising for your company at relatively little cost.

With vibrant colours, reflectivity and precise colour-matching capabilities, graphic films provide endless ways to bring your brand to life in a bold and memorable way.

Installing graphics is virtually hassle-free with little disruption to your fleet operation. 3M™ graphic film technology makes it quick, easy and cost effective to change your corporate and brand messages whenever you need to.

When you invest in graphics, you want them to look good and last a long time. We're confident in our graphics, because we engineer them to withstand the elements in the most extreme environments.

For decades, we've been vigorously testing the durability and weatherability of our products at outdoor testing sites and at our Weathering Resource Centre – the world's largest single-site accelerated weathering facility.

There are a wide range of films available to match your needs, whether you want to maintain a wrap for years to come or for just a single season. See for yourself.

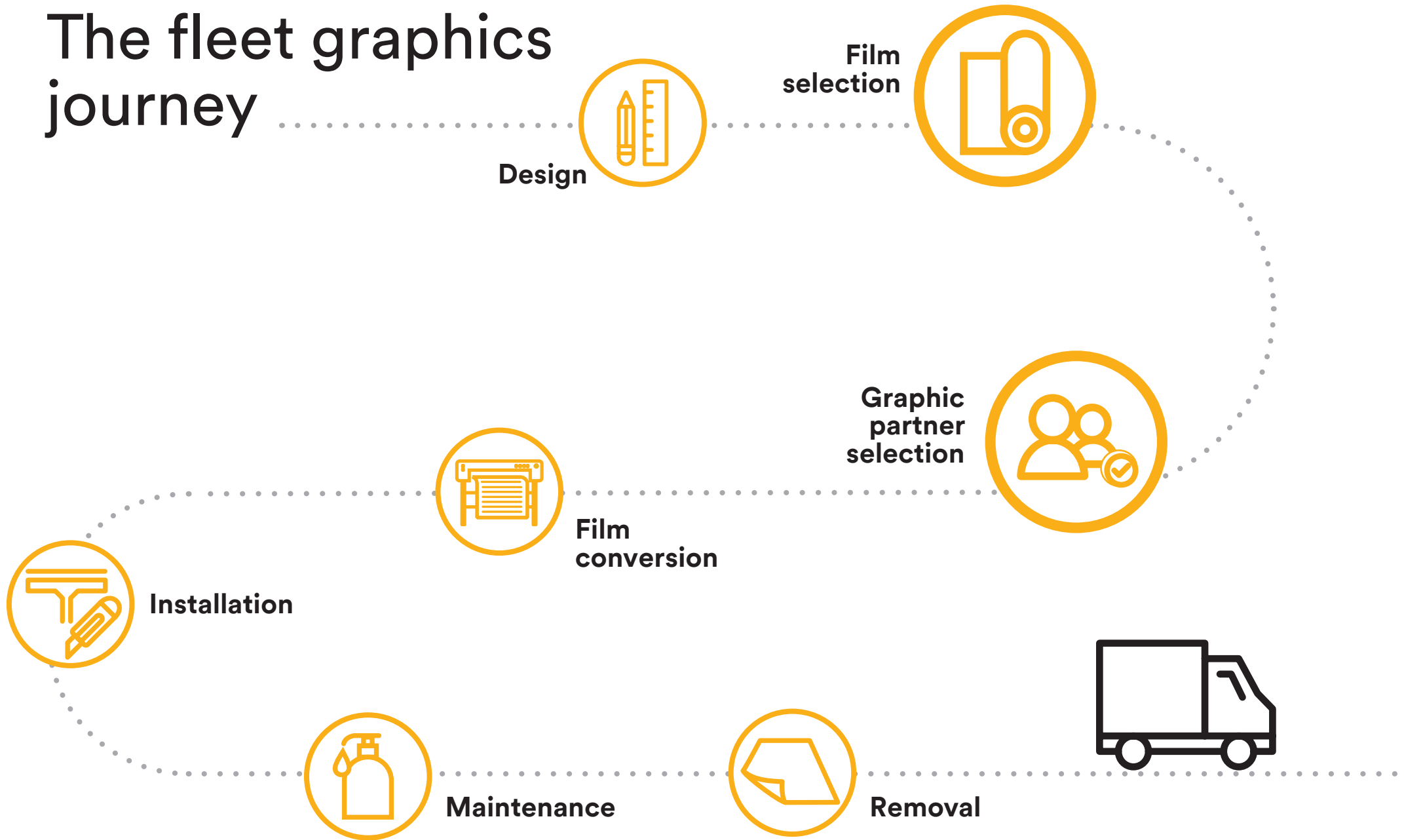


of people who saw a vehicle graphic said it created a **positive company image**

„The Visual Impact of Trucks | Traffic“  
The American Trucking Association



# The fleet graphics journey



# The fleet graphics journey



## Design

In partnership with your marketing team, determine your company's fleet branding/advertising goals and budget. The following factors can influence design and budget:

- **Scale:** size/dimensions of vehicles, vehicle type, and number of vehicles that will be wrapped in your fleet.
- **Coverage:** full wrap, partial wrap, decals, or reflective wrap.
- **Brand standards:** designs, logos, colours, and other brand elements.



## Graphic partner selection

Do your research to ensure you're selecting a partner with the experience and capabilities necessary to deliver results. Also make sure your partner stands behind their work and offers a comprehensive warranty.

- Provide your potential partners with a formal specification.
- Request bids/quotes that follow your specification guidelines.
- Consider the value-added services that a partner may offer and select the one that best meets your requirements for timing and/or managing logistics.



## Film selection

It's important to ensure you have the right film for the right application. Choosing the right film can lead to more efficient installations and removals which minimise downtime and maximise long term savings. Complete a film specification to ensure you achieve the best results.

- Work with a local 3M sales representative to develop a formal specification to select the right products for your graphics application.
- For smaller projects where specs are not used, be sure to discuss your film preferences with your graphics partner.



## Film conversion

During this phase, your graphics partner will begin printing and/or cutting your graphics according to the agreed upon design.

- Before the full production of your graphics, be sure to review any proofs and/or prototypes.



# The fleet graphics journey



## Installation

Professional graphics installation is a critical factor in producing quality results. Be sure to:

- Determine how much prep-work will be needed for your vehicles. Prep work may include film removal, paint repair, and/or repair of any imperfections, especially if graphics are not being applied to a new vehicle.
- Be sure that your partners are using qualified installers to complete the job.



## Removal

Film removal can be time consuming and costly if low quality films were used for your project, or if you leave graphics on too long.

- Be sure to specify the right films upfront to avoid removal issues down the line.
- Follow the film manufacturer's recommendations on warranty and expected life of the graphic.



## Maintenance

Be sure to follow recommended maintenance procedures to get the most out of your graphics and keep them looking their best.

- Wash graphics regularly with a non-abrasive detergent. Contaminants allowed to remain on graphics may be more difficult to remove. For fuel spills, wipe off immediately to avoid degrading the vinyl adhesive.
- If automated washes are used, touchless are the best. Brush car washes may cause dulling/scratching/lifting on the edge of the graphics.
- Soften difficult contaminants such as bug splatter and droppings by soaking with hot soapy water before removal.



# Key components of finished graphics

**Great graphics start with a great film foundation. When starting a fleet or vehicle wrap project it's important to ensure your partners use high quality materials with proven performance.**

## Base film

Base films are classified as either cast or calendered vinyl. The primary difference between the two films is the manufacturing process.

- ✓ **Cast (premium)** The most durable films with unique properties that offer low shrinkage and high conformability. These features make premium films the best option for long term applications and complex surfaces.
- ✓ **Calendered (intermediate)** Typically used for short-term applications. Calendered films are great for seasonal campaigns and promotions.

## Inks

Ink quality is a critical factor in producing great printed graphics. High quality inks help produce vibrant, sharp images. Low quality inks can significantly compromise the aesthetics of your graphics.

At 3M, we're proud to partner with world leading ink and OEM printer manufacturers, such as HP, EFI™, and more to develop co-branded inks.

The 3M™ MCS™ Warranty ensures ink compatibility with our films and durability for the life of the warranty.

## Film protection

Base films are covered by a protective film or ink layer to maintain the printed graphics.

- ✓ **Overlaminates** Protective films that offer the most durability. The added thickness of overlaminates also provides easier installation and removal.
- ✓ **Clear coats** Protective ink coatings are used as an alternative to overlaminates and commonly applied to flat surfaces.



# Premium Print Wrap Films

If you would like a bold design for the long haul, using imagery for partial or full vehicle coverage, our premium print wrap films are your best choice.

## 3M™ Print Wrap Film IJ180mC Series

This series contains a huge range of high performance printable films designed for a broad selection of applications. This includes white, transparent or metallic versions, special adhesives for easy removability, plus options for stainless steel or low surface energy applications – the series offers endless possibilities.

Thanks to their conformability and flexibility these films install quickly and can even be applied to compound curves and corrugations.

## 3M™ Envision™ Print Wrap Film 480mC Series

This is our series of premium, ultra-versatile PVC-free films.

They have everything that IJ180mC films offer and more: unparalleled performance along with eco-friendly benefits.

These films are 3D conformable, suitable even for deep corrugations, install and remove easier in a broad range of ambient temperatures and are highly durable. 3M Envision print wrap films have earned the GREENGUARD Gold Certification.



## 3M™ Scotchlite™ Print Wrap Film 780mC-10R\*

This reflective graphic film gives vehicle graphics bright, sharp visibility both day and night for enhanced advertising effectiveness, identification and safety 24 hours a day. Due to its excellent conformability it can even handle curves and complex shapes.

\* Please check local regulations regarding use of retroreflective graphics

# Intermediate Print Films

Intermediate print wrap films are a simple and flexible solution for short- to medium-term graphics.

## 3M™ Controltac™ Print Film Series 40C

These versatile print films are always prepared to deliver your vision at great value and are available in different surfaces and adhesive types. They're suitable for flat to slightly curved surfaces and can be installed quickly and easily.

## 3M™ Envision™ Print Film Series 48C

This is our non-PVC solution at an affordable price, providing the same versatility as the Controltac 40C series. It offers an amazing print quality, simple curve conformability and easy installation. Due to its high tensile strength it resists tearing for fast, clean removal – even in cold temperatures.

3M Envision print wrap films have earned the GREENGUARD Gold Certification.

## 3M™ Scotchcal™ Graphic Film IJ35C

This is our economic solution for creating attention-getting vehicle graphics. It provides an excellent print quality and adheres strongly to flat, smooth surfaces, making it a reliable, affordable option.







# Coloured Films

## 3M™ Wrap Film Series 2080

Our coloured wrap films are durable, high-quality products that let you express your creativity and bring your vision to life. There's a big assortment of colours, patterns and textures available that can also be combined to design a vehicle that stands out from the crowd. Custom colours can also be created on request.



## 3M™ Opaque Graphic Films

These coloured films can be cut into letters or shapes that identify your business name, contact information, or logo.

3M™ Scotchcal™ Opaque Graphic Film 100 is our durable, high performance opaque film, available in a wide range of colours. It's suitable for flat, compound curved and riveted surfaces.

3M™ Scotchcal™ Graphic Film 50 is ideal for short- to medium life vehicle graphics. It's designed for flat surfaces, without rivets or corrugations.



## 3M™ Scotchlite™ Reflective Films 680

These are highly durable, retroreflective films with millions of tiny glass beads inside the surface coating. They can be e-cut as well as printed. The coloured films have a similar day- and night-time appearance, while black films reflect white at night. Reflective graphics ensure that your message is seen both day and night and can also improve road safety.

# Window Films

## 3M™ Scotchcal™ Clear View Graphic Film 8150

With this highly transparent film, windows can be included in the overall design of the vehicle, allowing free reign of creativity. Unprinted areas permit a completely clear view through the glass. A one-way-vision effect can be achieved by simulated film perforation, so the view from the inside to the outside remains unaffected.

## 3M™ Automotive Sun Control Window Film\*

Many drivers spend the majority of their day in their vehicle with excessive exposure to sunlight. Research has shown that these drivers experience greater UV exposure on the side of the body that's next to the window, increasing the risk of skin cancers developing on that side. In addition, blinding sun glare and elevated cab temperatures create an uncomfortable environment for the driver.

Thanks to a special 3M technology the nearly transparent **3M™ Crystalline Automotive Window Film** can reject more heat than many dark films. It blocks up to 99% of UV light \*\*, dramatically reducing cumulative sun damage to create a safer environment for drivers while visibility through the window is not impaired.

By rejecting both infrared light and solar energy, window films keep interior temperatures cooler, reducing AC usage – which can lead to better fuel efficiency.

If you're looking for a darker tint window film, take a look at our range of **3M™ Color Stable Automotive Window Films**. With tint levels up to 95% (only letting in 5% of the light) you can not only block UV light and heat, but also keep people from looking inside your vehicle and protect your freight or work equipment.

\* Please check local regulations regarding the use of window films on vehicles

\*\* The value above is the results of illustrative lab test measurements and shall not be considered as a commitment from 3M



## Safety solutions for fleet vehicles

# 3M™ Safety-Walk™ Anti-Slip Tapes

Every year, thousands of people are injured by slips and falls at work, at great cost to their personal health, and to their employer's reputation and bottom line. Many of these accidents could be prevented with 3M Safety-Walk Anti-Slip Tapes, designed to keep your workers safe and productive, whilst lowering your compensation and insurance costs.

They are constructed of high-quality abrasive particles, bonded by a tough, durable resin to an adhesive-coated backing and provide outstanding traction on surfaces where potential slips and trips can occur or where safety may be a concern. The pressure-sensitive adhesive ensures a quick, easy application and exceptional bonding to most surfaces.

Use 3M Safety-Walk anti-slip tapes on loading bays, cargo storage areas, tail lifts, rear loading points and step plates, etc.

3M Safety-Walk is available in a variety of sizes, colours and textures to reduce the risks associated with different workplace environments.



# Product Overview

Type	Product	Recommended Overlaminate	Removable	PVC-free	Expected Durability up to*	3M™ MCS™ Warranty	Surface Application		
							Flat	Simple Curved	Complex Curved
Premium Print Films	3M™ Print Wrap Films IJ180mC-10x (white)	8518G, 8520M, 8548G, 8550M	●		10 years	●	●	●	●
	3M™ Print Wrap Film IJ180mC-114 (transparent)	8518G, 8520M, 8548G, 8550M	●		8 years	●	●	●	●
	3M™ Print Wrap Film IJ180mC-120 (metallic)	8518G, 8520M, 8548G, 8550M	●		6 years	●	●	●	●
	3M™ Envision™ Print Wrap Film Series 480mC	8548G, 8550M	●	●	12 years	●	●	●	●
	3M™ Scotchlite™ Print Wrap Film 780mC-10R	8518G, 8548G	●		9 years	●	●	●	●
Intermediate Print Films	3M™ Envision™ Print Film Series 48C	8048G, 8050M	●	●	5 years	●	●	●	
	3M™ Controltac™ Print Film Series 40C	8038G, 8040M, IJ40-114	●		7 years	●	●	●	
	3M™ Scotchcal™ Graphic Film IJ35C	8508G, 8509L, 8510M	●		6 years		●	●	
Coloured Films	3M™ Wrap Film Series 2080	8900	●		8 years	●	●	●	●
	3M™ Scotchcal™ Opaque Graphic Films 100 (white/black)		●		12 years	●	●	●	
	3M™ Scotchcal™ Opaque Graphic Films 100 (metallic)		●		4 years	●	●	●	
	3M™ Scotchcal™ Opaque Graphic Films 100 (all others)		●		10 years	●	●	●	
	3M™ Scotchlite™ Reflective Graphic Film Series 680	8518	●		8 years	●	●	●	
Window Films	3M™ Scotchcal™ Clear View Graphic Film 8150	8150	●	●	7 years	●	●	●	
	3M™ Crystalline Automotive Sun Control Window Film		●	●	10 years		●	●	●
	3M™ Color Stable Automotive Sun Control Window Film		●	●	7 years		●	●	●

\* Expected Durability is the expected period of time that the unprinted, unprocessed 3M Graphics Product should perform satisfactorily for its intended purpose when applied to flat, vertical substrates in a non-abusive environment.

**Important Note:**

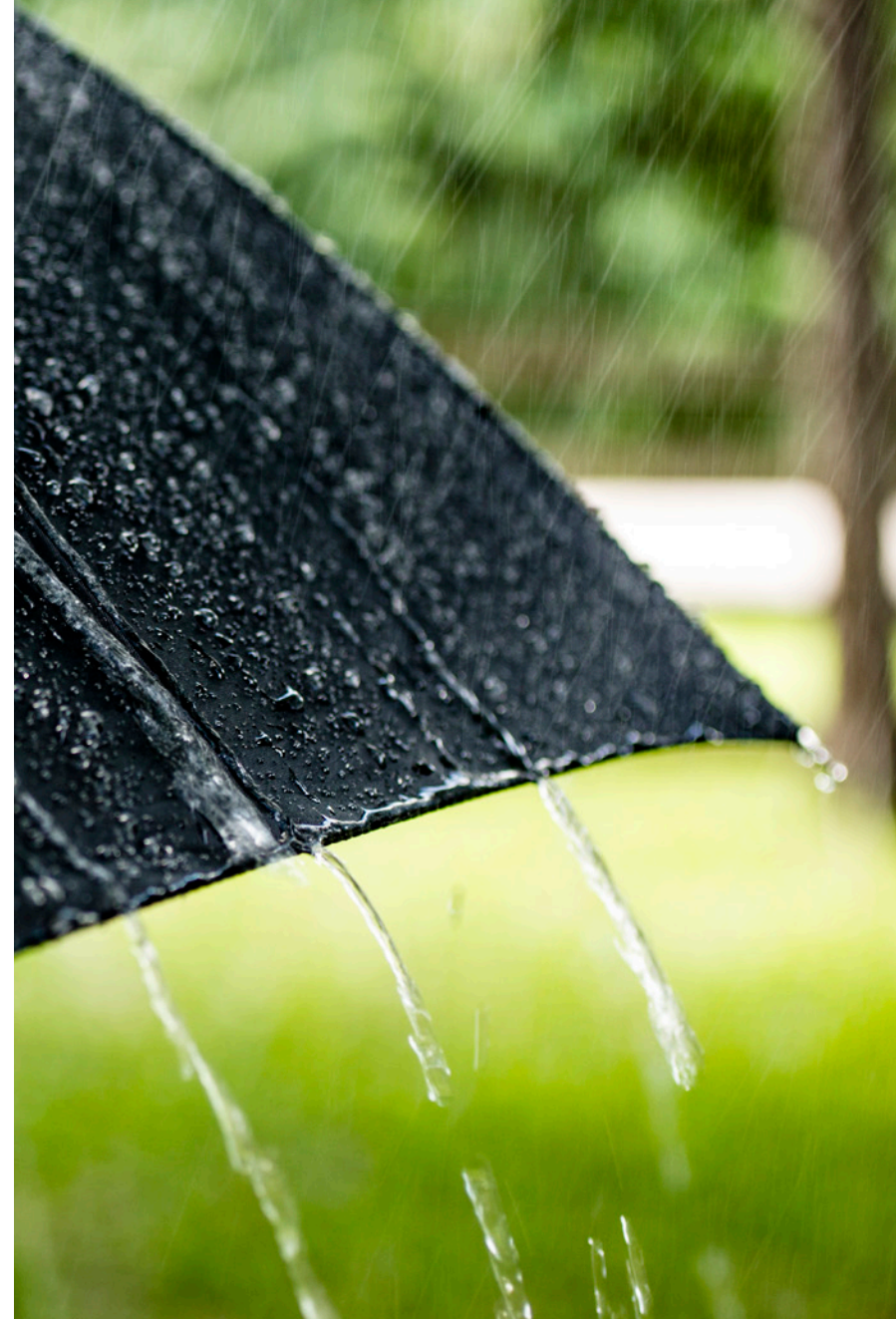
Expected Durability is not a warranted period of time.

# Protect your investment and grow your business

From vehicles and vans to trucks and trailers, 3M's broad portfolio provides versatility for applications across your entire fleet. Films with 3M Comply™ and Controltac™ adhesive technologies allow easier, faster installation and removal of your graphics to help minimize the downtime of your fleet.

**For peace of mind that your finished graphics will maintain their luster long after installation, follow these steps:**

- Protect your finished graphic with an overlaminate or a clear coat. These transparent films or inks add another layer of protection and durability to your graphics.
- Follow instructions for care and cleaning. As a best practice, use low-alcohol soaps with a near-neutral pH and avoid abrasive cleaning agents.
- If you clean your fleet with power washers, maintain an equal distance at least 30 cm away from the vehicle as you move top to bottom.



# 3M has you covered every step of the way!



## Film manufacturer

3M is the market leader for graphic vinyl films and is a trusted partner to some of the world's largest and most admired brands.

We have developed an unparalleled ability to measure and analyse some of the toughest environmental conditions through our sixteen weathering resource centers, guaranteeing our customers maximum quality and durability.



3M™ MCS™ Warranty

## Graphic manufacturer

The 3M™ MCS™ Warranty is the most comprehensive in the industry and delivers strong and reliable finished graphics, providing peace of mind to our customers.

Our 3M™ MCS™ Partners provide finished graphics that are produced using 3M films, inks, protective films/coatings, and certified printers to guarantee quality and consistency.



3M Endorsed  
Installer

## Installer

3M installer programs test the installation skill level of individual installers and recognise installation companies for sound business practices.

Preferred Graphics Installer and Certified Graphics Installation Companies must pass hands-on and written test to demonstrate the competency necessary for professional installation.



## Commercial Solutions

Hermeslaan 7  
1831 Diegem  
Belgium

[www.3M.eu/graphicsolutions](http://www.3M.eu/graphicsolutions)

© 3M 2020. All rights reserved.  
3M, Controltac, Envision, MCS,  
Safety-Walk, Scotchcal and  
Scotchlite are trademarks of 3M.