



ideas for
expression



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3M

Commercial Graphics

Identity
Promotion
Communication
Interior
Execution
Sustainability



ideas for
expression





Signage
Exterior Branding
Interior Branding
Fleet & Marine Branding

ideas for
identity

3M helps you establish a vibrant & consistent brand identity across conventional & creative points of customer contact.

Exceptional image & performance solutions that enable brand owners to be confident with their brand identity 24x7

Ideas for Signage

Energy saving
Back-lit/Front-lit
Rigid
3-dimensional
Dual coloured
Special effect signs
Metal Finish, Wood Finish, Halo effect,
Block-out

Ideas for Exterior Branding

Building wraps
Static & dynamic branding on glass facades
Side-walk branding

Ideas for Interiors

Wall cladding
Kiosk cladding
Way-finding/Facility signs with brand colours
Branded floors

Ideas for Fleet

Branding on delivery vans
Employee transport vehicles
Marine cargo containers
Aircrafts
Reflective graphics for brand visibility at night

Neil Armstrong walked on the moon wearing space boots with soles made of synthetic material from 3M in 1969.



Promotions on Fleet
Promotions in-Store
Promotions on Exteriors
Promotions on Glass
Sports & Events Marketing

Innovative solutions which help brand owners create high-impact promotional campaigns

3M helps you create new avenues to grab customer attention and make a high-impact promotional communication. 3M's range of solutions cater to both short-term & long-term promotional campaigns and are customized for various surfaces. In fact, we can make even brick walls talk for you.

Ideas for Fleet

Moving billboards - fleet
Railway graphics

Ideas for In-Store

Short-term graphics for in-store promotions
Cladding solutions for visual merchandising
Floor graphics
Column wraps
Thin Light Boards
Elevator/escalator graphics

Ideas for Exteriors

Side-walk graphics
Building wraps
Promotional banners
Graphics on brick walls

Ideas on Glass

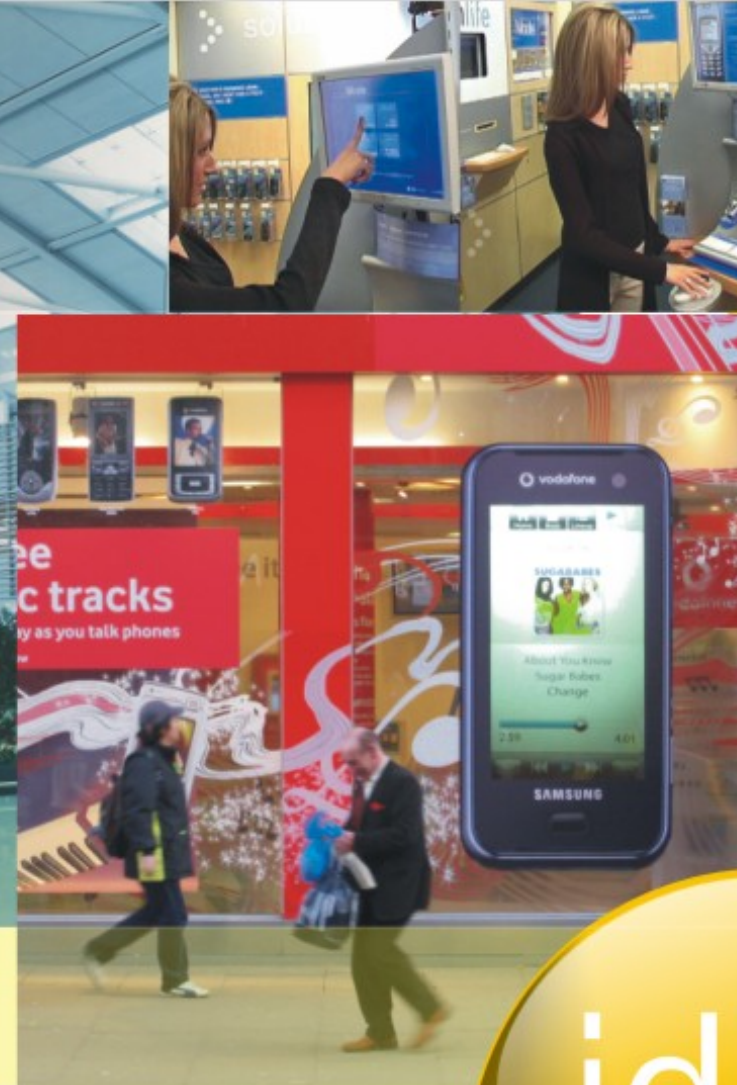
One-Way vision graphics on glass
Graphics on glass
Living posters

Ideas for Sports & Events

Stadia branding
Fleet graphics
Side-walk graphics
Flags & banners
Building wraps

3M won an Oscar in 1969 for developing a front projection screen using Scotchlite retroreflective technology.

ideas for
promotion



Digital Signage Network
Interactive Kiosk
Way Finding Signage

Enabling targetted messaging across geographies
with just a click of the mouse button

In an era of intensive competition, information dissipation – internally to employees & partners or externally to customers gives a definitive competitive edge. Getting the right message across at the right time to the right location in the most effective format is what 3M communication solutions enable.

Ideas with Digital Signage

New product launch communication
across branches without local
intervention

Customized regional communication
with centralized control

Cross-selling initiatives based on time
of the day or day of the week

Employee training reinforcement to
enhance selling & customer services
processes

Communicate important/mandatory
information to customers while they
wait at branches/outlets

When 3M researcher Henry Heltzer dropped molten glass out
of a window, he retrieved the shattered bits to make a material
that was reflective resulting in Scotchlite reflective sheeting

ideas for communication





Ambient Graphics
Architectural Finishes
Glass Decoration

Making brand experiences more expressive

3M enables brand owners create a captivating ambience at physical customer contact points. These innovative graphic solutions & architectural finishes help brands to connect with customers at various levels.

Ideas for Ambient Graphics

Brand message on walls
Eco-friendly interior graphics
Consistent look & feel across locations

Ideas for Architectural Finishes

Mess free, overnight refurbishment
Wall cladding with LEED credits
Wood finish without wood
Metal finish without metal

Ideas for Glass Decoration

Privacy, decoration & safety on glass partitions
Brand messages on glass

ideas for interiors

The idea of Post-it Notes came to life after Art Fry, 3M research scientist became increasingly frustrated when his paper bookmarks kept falling out of his church choir hymnal.



Signage Programs
Interior Refurbishment
Fleet Campaigns
Demo Car Graphics
Promotional Campaigns
Product Launch Graphics

Bringing new levels of confidence to the marketplace
with end-to-end program management services

Leave the worries of complex and large campaign execution to the 3M Brand Owner Services team – an in-house project management team, supported by a network of authorized partners spread across India & a robust project management process framework, provides brand owners with end-to-end solutions from design to execution.

With proven track record of executing large programs in the areas of Signage, Interiors, Fleet Graphics, Sports & Event and Product Launch Graphics, 3M is setting new benchmarks in program management services.

Quality and consistency in time.

ideas to
execution

Regardless of their assignments, 3M technical employees are encouraged to devote up to 15% of their working hours to independent projects.





ROHS Compliance
Polyolefin Technology
Flame Retardant



Helping our customers address their environmental challenges

Sustainability considers environmental, health and safety issues throughout the entire life cycle of a product – from design and manufacture; through use and disposal.

3M Commercial Graphics embraces the principles of sustainable development, including stewardship to the environment. We're actively working to reduce environmental impact wherever possible and improve the environmental performance of our products and how we produce them, including:

Registering with the EPA's National Environmental Performance Track (PTrack)

Reducing volatile organic compounds (VOCs) by 156 tons & greenhouse gas emissions by 4,591 metric tons

Reducing solid/hazardous waste by 428 tons. Saving 148.76 billion Btu

Expanding use of heavy-metal-free pigments in inks and coloured films

Developing better reusable/recyclable packaging

ideas for sustainability





When you work with 3M, you work with an organisation with over 106 years of experience in providing practical & ingenious solutions that help customers succeed.
When you invest in a 3M solution, you invest in complete peace of mind.

The Brand that builds your Brand

Get the brand-building power of Scotchprint® graphics, brand owner services, Vikuiti™ solutions & 3M™ Digital Signage backed by the experience, expertise & services of 3M.

3M Technology

Over 40 3M technology platforms and commitment to R&D helps bring innovative products to market.

Quality Standards

3M Quality Standards & pioneering weathering science ensure our solutions perform better than our specifications.

Warranty & Guarantee

Most comprehensive & transparent 3M Warranty policies ensures complete peace of mind.



Network of Authorized Partners

Wide network of Authorized Partners ensures consistent, superior & timely execution.

Wide Range of Solutions

Wide range of solutions & services provides a single source.

Environmental Standards

3M commitment to sustainability helps preserve the environment we live in.

what's your expression

The success of a brand includes the ability to break through clutter.

Our ideas help create environments that connect customers to the brand experience, creating effective differentiation. Whether it is an identity to be executed consistently or a promo that needs to attract customer attention, our global knowledge base, innovative products and large network of authorized partners ensure the job is done professionally, on-time.

Express yourself anywhere, anytime with our ideas.
Ideas that let you think, create and captivate.