

3M Science.
Applied to Life.™



Great graphics that
last for the long haul.

Build your brand — without impacting your operations.

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

For transportation professionals, exterior graphics need to look great — without impacting operations. That makes choosing the right providers for film, printing, installation and removal a critical business decision.

3M™ Premium Films include a number of features that yield better results and greater long-term cost savings. Working with 3M-approved printers and installers further increases your return on investment, ensuring all necessary components work together seamlessly.





Reflect your high standards for quality and efficiency.

Choosing the right films can greatly minimize the impact on your fleet operations. 3M™ Premium Films provide precise installation, easy removal and peace of mind.

Durable components. 3M components are engineered to withstand harsh road and weather conditions without chipping, cracking, excessive fading or peeling. We conduct extensive environmental testing at our 16 weathering resource centers.

Innovative materials. 3M™ Envision™ branded graphic films and overlaminates support your goals for efficiency and sustainability. These eco-friendly, non-PVC films are manufactured without chlorine or halogens, and are GREENGUARD Gold Certified for low emissions of volatile organic compounds (VOCs).

Easy installation and removal. 3M Premium Films offer superior air release capabilities and a wide range of installation temperatures. This minimizes bubbles and improper placement of graphics — and enables flexible installation dates and locations. 3M™ Comply™ Adhesive and 3M™ Controltac™ technology make it fast and easy to install graphics. Similarly, 3M Films come off easily without leaving adhesive residue or damaging paint — maximizing long-term time and cost savings.



3M Films work on flat, curved and corrugated vehicle surfaces.



Eco-friendly, non-PVC films help achieve sustainability goals.



3M™ Comply™ Adhesive and 3M™ Controltac™ technology make it fast and easy to install graphics.



Connect your brand to your customers and drivers.

The real estate on the outside of your vehicles is a prime location to reach your customers — and influence potential drivers.

Brand recognition. By adding graphics to your fleet, you can create mobile advertisements that increase awareness and reinforce brand identity for a relatively small investment.

Appealing to drivers. A vibrant, well-maintained exterior tells both current and prospective drivers you're proud of your brand. In a competitive market, these small touches can make a real difference.

Enhanced visibility. 3M Reflective Films help your message stand out, day and night, to boost your brand impressions — and they increase vehicle safety.



OOH advertising generates nearly 4x more online activations per ad dollar than TV, radio and print.¹



Americans spend, on average, more than 300 hours a year on the road.²



Reflective films boost impressions up to 40 percent and simultaneously enhance visibility for safety.

¹Nielsen March 2017 OOH OnlineActivation Survey.

²American Driving Survey, AAA Foundation for Traffic Safety, 2016.



Protect your investment and grow your business.

Sound maintenance and quality materials keep your vehicles on the road — rather than in the shop for graphic repairs. For peace of mind that your finished graphics will maintain their luster long after installation, follow these steps:

Protect. Apply an overlaminate or a clear coat during installation. These transparent films or inks add another layer of protection and durability to your graphics.

Maintain. Follow instructions for care and cleaning. As a best practice, use low-alcohol soaps with a near-neutral pH; avoid abrasive cleaning agents. If you clean your fleet with power washers, maintain an equal distance at least 12 inches away from the vehicle as you move top to bottom.

Warranty. The 3M™ MCS™ Warranty is the most comprehensive in the industry. It protects finished graphics that consist of all 3M-certified components (films, inks, overlaminates, clear coats and printers) for up to seven years.

Advantages of the 3M MCS Warranty

Benefits	3M MCS Warranty	Other Graphics Warranties
Co-branded ink formulations	√	
Published warranty tables	√	
Non-prorated terms	√	
Horizontal warranty	√	
Clearly defined zones globally	√	√



Overlaminates help protect your design from wear and tear.



Graphic films are easily cleaned with low-alcohol soaps and water.



3M™ MCS™ Warranty

The premium 3M MCS Warranty covers finished graphics for up to seven years.



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Stay informed:



For more information on using
3M Graphic Films, visit 3M.com/Fleet.