

Digital Tool Kit



3M's Reinvigorated Vinyl Electrical Tape Line

The Electrical Tape
Since 1946.



New product offerings to complement the existing portfolio:



A new family of 3M™ Temflex™ General Use Vinyl Tapes.



Permanently adding 15% more tape to the Scotch® Super 33+™ Premium Vinyl Tape, standard roll.

The tapes for every task.

3M's reinvigorated line of vinyl electrical tapes represents a cohesive line that allows customers to choose the appropriate *tape for every task* from everyday marking needs to heavy duty industrial applications.

General Use



Multi-purpose

3M™ Temflex™ 165
General Use Vinyl
Electrical Tape



High-performance

3M™ Temflex™ 175
General Use Vinyl
Electrical Tape

Professional



Premium

Scotch® 35
Professional Grade
Vinyl Electrical Tape



Premium

Scotch® Super
33+™ Professional
Grade Vinyl
Electrical Tape

Heavy Duty



Premium

Scotch® 88
Professional Grade
Vinyl Electrical Tape



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Training and Technical Materials

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Selling Tools

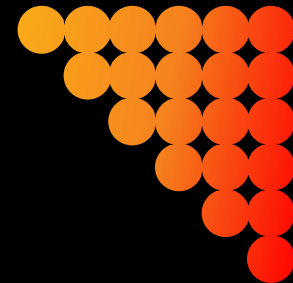
- External sales presentation
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Marketing and Advertising Assets

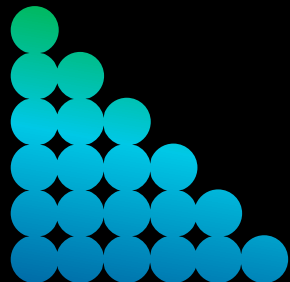
- Hero images
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Learn more about 3M Electrical Tapes here:
[3m.com/electricaltapes](https://www.3m.com/electricaltapes)



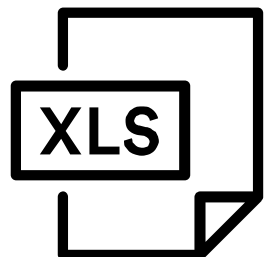
Product List



Product List

New products list | Data package | Phase in/Phase out details

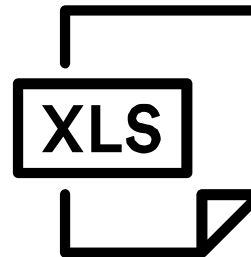
Billing UPC	Product Number	Catalog ID	Marketplace Formal Name (Long Description)
76308925680	165BK4A	7100169254	3M™ Temflex™ Vinyl Electrical Tape 165, Black, 3/4 in x 66 ft (19 mm x 20 m), 6 mil, 100 Rolls/Case
76308925697	165BL4A	7100169429	3M™ Temflex™ Vinyl Electrical Tape 165, Blue, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925703	165BR4A	7100169191	3M™ Temflex™ Vinyl Electrical Tape 165, Brown, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925727	165GY4A	7100169192	3M™ Temflex™ Vinyl Electrical Tape 165, Gray, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925710	165GR4A	7100169430	3M™ Temflex™ Vinyl Electrical Tape 165, Green, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925734	165OR4A	7100169433	3M™ Temflex™ Vinyl Electrical Tape 165, Orange, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925741	165PR4A	7100169434	3M™ Temflex™ Vinyl Electrical Tape 165, Purple, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925758	165RD4A	7100169492	3M™ Temflex™ Vinyl Electrical Tape 165, Red, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925765	165WH4A	7100169491	3M™ Temflex™ Vinyl Electrical Tape 165, White, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308925772	165YL4A	7100169490	3M™ Temflex™ Vinyl Electrical Tape 165, Yellow, 3/4 in x 60 ft (19 mm x 18 m), 6 mil, 100 Rolls/Case
76308926182	175BK4A	7100188506	3M™ Temflex™ Vinyl Electrical Tape 175, Black, 3/4 in x 60 ft (19 mm x 18 m), 7 mil, 100 Rolls/Case
00638060290354	33+-3/4X76FT-1	7100201470	Scotch® Super 33+ Vinyl Electrical Tape, 3/4 in x 76 ft, 1 in Core, Black, 10 rolls/carton, 100 rolls/Case



Data package of full product list

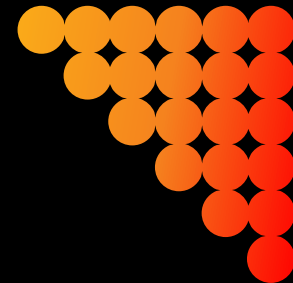
[link](#)

[Salsify online catalog](#)

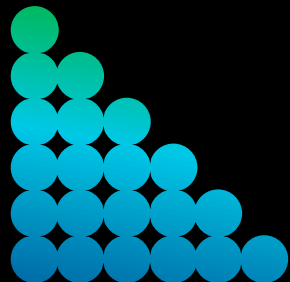


Phase in/Phase out details

[link](#)



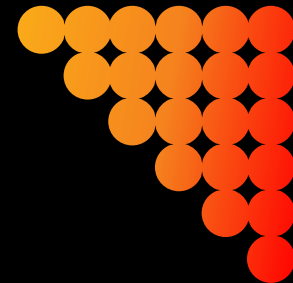
Training and Technical Materials



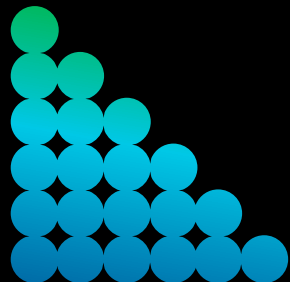
Training and Technical Material

Technical data sheets

Product Name	Link to data sheet
3M™ Temflex™ 165 General Use Vinyl Electrical Tape	link
3M™ Temflex™ 175 General Use Vinyl Electrical Tape	link
Scotch® 35 Professional Grade Vinyl Electrical Tape	link
Scotch® Super 33+™ Professional Grade Vinyl Electrical Tape	link
Scotch® 88 Professional Grade Vinyl Electrical Tape	link
Scotch® Linerless Rubber Splicing Tape 130C	link




Selling Tools



Selling Tools

External sales presentation | Campaign introduction video



 External sales presentation
[link](#)



 Campaign introduction video
[link](#)

Selling Tools

Brochure | Sell-sheets



Product Name	Link to sell-sheets
3M™ Temflex™ 165 General Use Vinyl Electrical Tape	link
3M™ Temflex™ 175 General Use Vinyl Electrical Tape	link
Scotch® 35 Professional Grade Vinyl Electrical Tape	link
Scotch® Super 33+™ Professional Grade Vinyl Electrical Tape	link
Scotch® 88 Professional Grade Vinyl Electrical Tape	link
Scotch® Linerless Rubber Splicing Tape 130C	link



Brochure

[link](#)

Selling tools

In-store point of purchase assets

 Call your 3M Sales Representative to have these assets in your store at no cost!*



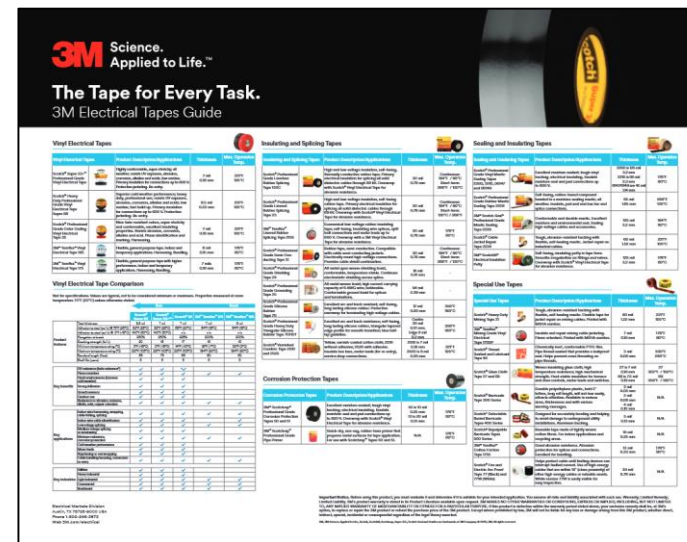
Dangler



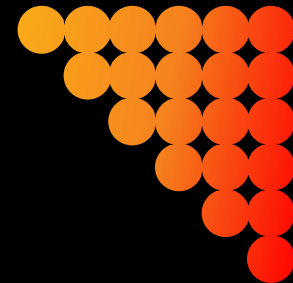
Dangler



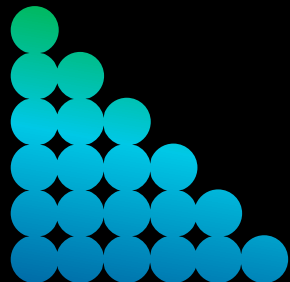
Counter display



Counter mat



Marketing and Advertising Assets



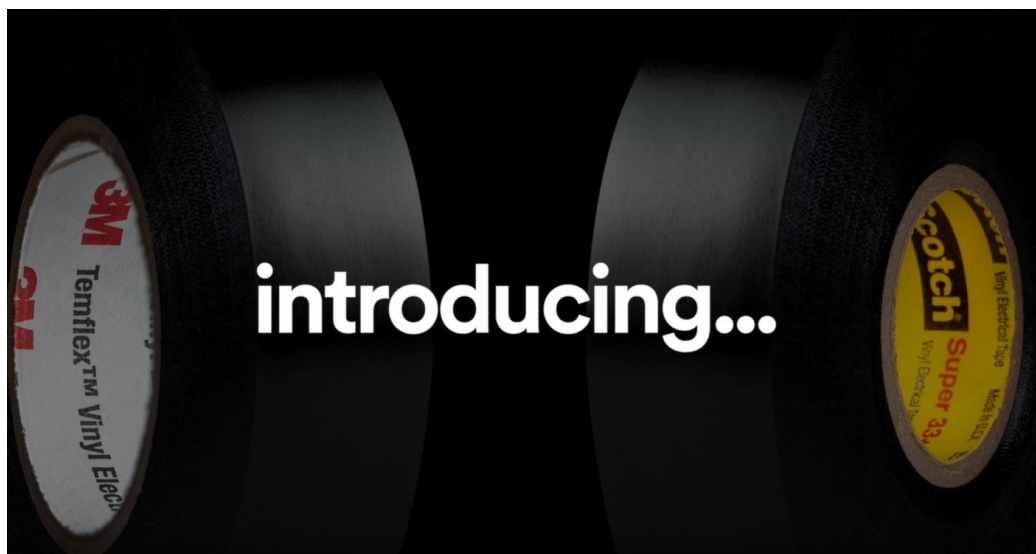
Marketing and Advertising Assets

Hero images and application photography

Product Name	Link to product hero shot	Link to application shot
3M™ Temflex™ 165 General Use Vinyl Electrical Tape	black (blue , brown , gray , green , orange , purple , red , white , yellow)	link , link
3M™ Temflex™ 175 General Use Vinyl Electrical Tape	link	link , link
Scotch® 35 Professional Grade Vinyl Electrical Tape	Family shot	link
Scotch® Super 33+™ Professional Grade Vinyl Electrical Tape	link	link
Scotch® 88 Professional Grade Vinyl Electrical Tape	link	link
Scotch® Linerless Rubber Splicing Tape 130C	link	link

Marketing and Advertising Assets

Promotional videos

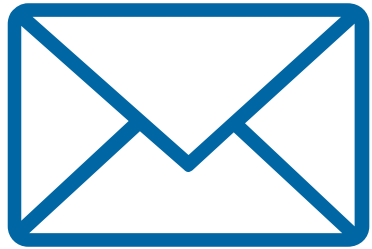


3M's Reinvigorated Vinyl Electrical Tape Line
[link](#)

Product Specific Videos	Link to videos
3M™ Temflex™ 165 General Use Vinyl Electrical Tape	link
3M™ Temflex™ 175 General Use Vinyl Electrical Tape	link
Scotch® 35 Professional Grade Vinyl Electrical Tape	link
Scotch® Super 33+™ Professional Grade Vinyl Electrical Tape	link
Scotch® 88 Professional Grade Vinyl Electrical Tape	link

Marketing and Advertising Assets

Email template for authorized 3M distributor use



Coming soon!

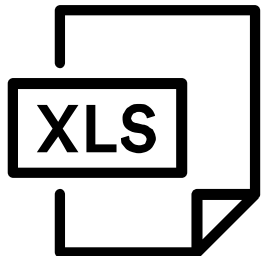
PDF sample email

Marketing and Advertising Assets

Web banners for use on authorized 3M distributor websites only.

Various web banners sizes to accommodate a variety of webpage layouts.

Sizes include: 120x600, 160x600, 250x250, 300x250, 300x600, 320x100, 798x90



Web banner ad list

[link](#)

Marketing and Advertising Assets

Social ads and copy for use on authorized 3M distributor platforms.

Coming soon!

Social Platforms: Facebook and Instagram



Thank you!