

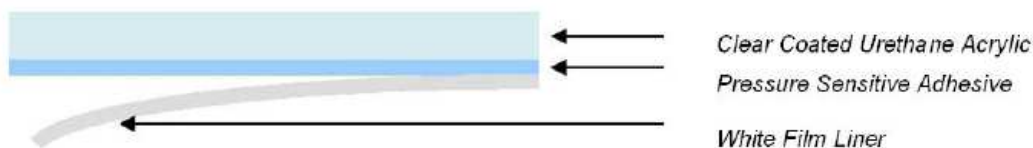
3M Automotive Aftermarket Division

3M™ VentureShield™
Paint Protection Film

3M™ Paint Protection Film



What is 3M[™] 'Ventureshield[™]' Paint Protection Film?



Clear Urethane Film – Why Urethane?

Extremely strong – flexible – withstands impact
UV resistant (non yellowing)

Acrylic Based Adhesive System – Why Acrylic?

Great adhesion properties
Good repositionability/removability characteristics

Coated onto a Film Liner – Why Film?

Easily removable
Allows pre cutting using conventional plotters
Reduces 'Orange Peel' effect

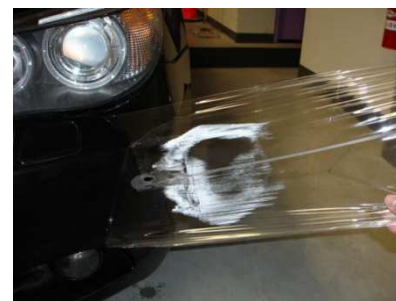


3M[™] 'Ventureshield[™]' Paint Protection Film

What is 3M Ventureshield 7510CC Paint Protection Film

3M Ventureshield Paint Protection Film 7510CC is a 6.5-mil (165µm) clear urethane coated film with a clear acrylic pressure sensitive adhesive. The film is specifically designed for the surface protection of painted, gel coated, or other surfaces with aesthetic requirements. Warranted against yellowing or cracking, 3M Ventureshield 7510CC is easily applied and maintains its clarity, durability, and superior performance through a wide range of environmental conditions. It protects automotive paint finishes against stonechips and minor parking abrasions such as scuffs /scratches.

Sequence shows heavy abrasion as a result of collision. 3M Ventureshield PPF has absorbed all of the damage so leaving the bumper paintwork intact.



3M™ 'Ventureshield™' Paint Protection Film

3M Ventureshield 7710 Matt Paint Protection Film

7710 provides all the same characteristics as the 7510cc it terms of performance and protection with the only obvious difference being its matt appearance. This product is unique in the market place and retains the visual look of OEM matt paint finishes. In addition 7710 has the ability to make a clear coated paint surface appear matt so providing potential customers the opportunity to create the desired 'look' for their vehicle without the need for a costly repaint. This very much catches and appeals to the 'fashion' end of the market and broadens the potential opportunity creating the accessibility of the look to a greater number of potential customers.



Where is VentureShield[™] Applied?

All vulnerable surfaces to help protect from damage caused by stone chips, insects, environmental elements and minor abrasions.



Features, Advantages, Benefits

- Advanced Clear coated urethane film with acrylic adhesive
- Extremely high penetration strength
- Highly conformable with minimal shrinkage when fitted
- Virtually no 'orange peel' effect
- Ease of installation minimising labour times
- Widest width 60" (1520mm) available in the market today
- Bespoke software based templating program, giving access to 1000's of vehicle patterns
- Major OEM approvals (Mercedes Benz / VW / Lotus Cars)
- Widely used motorsport arenas including Formula 1
- Wide range of potential uses including consumer Marine, industrial and construction
- Regarded in the market as the benchmark product



3M[™] Digital Designs



Custom Fit
Protection
for your **customer**

3M[™] Digital Designs



New Global Software Platform

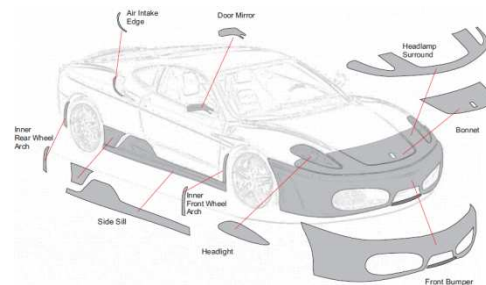
Software

- The Ventureshield software offers a comprehensive template library of vehicles. These templates provide an accurate 'pattern' that when incorporated into bespoke software allow the designated vehicle to be selected and with the aid of a plotter an exact template cut that will fit the shape and contours of the vehicles bumpers, bonnet etc.
- The software works on a 'passcode protected' basis and is linked directly to purchases of Ventureshield product. Eg. If a customer buys a 30m roll and enters the passcode provided on the core of each roll the cutting software is activated and will remain active until 30m worth of templates are cut, once this point is reached the software will lock and another roll order must be placed for next passcode and so the process repeats.



New Global Software Platform & Introductory Order

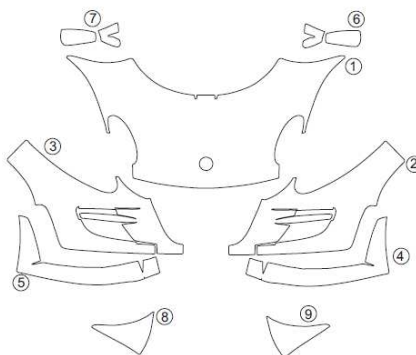
- For existing Ventureshield customers we established a process in order to update templates and retain continuity of passcodes for their current software however all will need to be transferred to the new improved and updated software system.
- For new customers the software will form part of an introductory package that they will need to invest in order to get started as described below
 - **€5000 initial order** to include any roll sizes they determine (24" is the most common) €400 of the €5000 is to be set aside as the licence cost of the software. This is a one off cost and all updates will be supplied at no extra charge. In addition 40 bottles of Performance Finish 39030 should be incorporated within this initial order as this is recommended for maintaining the finish and appearance of Ventureshield PPF.
 - Included in the €5000 initial order is the cost the training required as described in the Training Section of this brief.



Plotters

• Plotters

- From a capital expenditure perspective new customers will need to invest in a plotter required to cut the Ventureshield film templates. There are a number on the market however two recommended makers are **Summa** from Belgium and **Graphtec** from Japan. The 60cm plotters will cope with the standard size material which most patterns fit onto (610mm), however for wide format material which is becoming more popular we would recommend a 160cm wide plotter.
- For more details, local distribution & pricing please see the following websites
- <http://www.graphteccorp.com/contact/index.html>
- <http://www.summa.be/>
- The customer will need to connect locally with suppliers of this equipment.



Entry Level Protection

3M Wear & Tear Package

Your First Line of Defence
Against the Inevitable

Top of Rear Bumper

- Protection when loading luggage
- No scrapes from golf clubs or dog claws
- Better trade in value
- Nearly 'invisible' and will maintain 'like new' surface



Door Edges

- Guard against chips and scrapes to paint
- Nearly 'invisible' protection to door edges
- Prevents premature wear
- Tough urethane



Door Sills

- Durable for high impact area
- No heel scrapes on paint
- Nearly 'invisible' protection
- Conformable to contours



These high wear and tear areas are well known by consumers and can be used as lead into full protection package.

- Quick to install
- Higher margins
- Installed by dealer



Standard Protection Levels

Standard Package

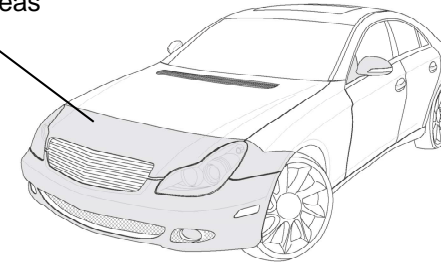
Front Bumper

Leading edge of bonnet and wings

Door Mirror backs

Headlamps – Fog Lamps

High impact
Vulnerable areas



Extended Package

Front Bumper

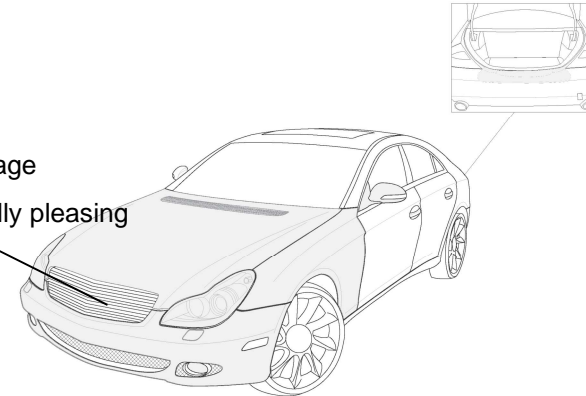
Full bonnet and wings

Door Mirror backs

Headlamps – Fog Lamps

Top of Rear Bumper

Extended coverage
More aesthetically pleasing



Frequently Asked Questions?

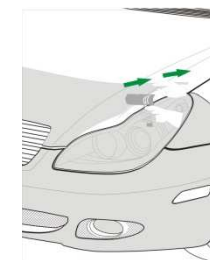
1. Can Paint Protection Film be fitted to re-painted surfaces?

- A. Paint protection film is best applied to original manufacturer painted vehicles, however if the vehicle has been re-painted to professional standards and oven baked – the film may be applied as soon as 48 hours after curing.

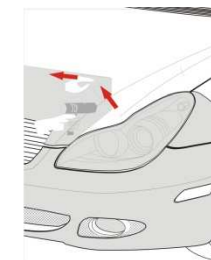


2. Can Paint Protection Film be removed?

- A. The film may be removed at any time and providing it has been applied to a professionally painted surface will not affect the underlying surface. Film should be heated gently to soften adhesive and be pulled at a 45° angle to avoid separation between adhesive and substrate.



✓ RIGHT



✗ WRONG

3. How do I clean the protected Paint Protection Film?

- A. 3M recommend the use of their **39030 Performance Finish** as an enhancement to be used on the film immediately after installation – we also recommend the replenishment of this product after 6 washes using **39000 Car Wash Soap**. In the event of excessive insect staining paint protection film may be machine polished by a trained operative using **3M 80349 Extra Fine** to remove debris and **50383 UltraFina** to re-dress the surface.



3M

Demonstration

The conceptual demonstration that of highlighting what the product does is fairly straight forward using a small A4 size piece on a flat panel.

Firstly all product comes with a protective top liner, this should now be removed. Then mix a diluted solution of mild baby shampoo (10ml to 5L) so one drop in a spray bottle with water. Lightly spray the surface to which you are applying the film. Remove the backing liner from the film and lightly spray the adhesive side of the film. Lay the film on the panel and position. Use squeegee part no. 50871 to 'chase' out the water from between the two surfaces until no visible air bubbles or creases are present.

