



April 22, 2024

3M Commercial Branding &
Transportation Division
3M Center, Bldg, 223-3N-33
St. Paul, MN 55144-1000
Phone: 651 733 1110

Subject: 3M™ Wrap Film Series 2080 Adhesive Improvement - Installer Letter

Dear 3M valued customer:

You've just received a roll of 3M™ Wrap Film Series 2080, featuring one of our latest innovations in adhesive technology. This newly developed adhesive utilizes 3M™ Controltac™ and 3M™ Comply™ technology and has an exceptional installation experience, related to speed, reduced initial tack and improved repositionability.

Why did we change to this new adhesive?

We are constantly striving to offer the best-suited products for our customers. Through various Voice of the Customer sessions with our clients, we have identified several key areas of focus within the car wrap industry. These include addressing issues such as adhesion lines, adhesive clumping, good slidability, facilitating repositioning, and easy snap-up during application.

What's different with this new adhesive?

We have developed the new adhesive with a low initial tack, resulting in a film that feels slightly stiffer and less sticky when removing the liner. While this might give the impression that the adhesive doesn't stick well, it's by design. Under recommended application conditions, this film and adhesive combination allows you to install faster with more confidence.

The new adhesive features a different bonding development curve. It takes slightly longer (15 to 20 minutes) for the adhesive to bond compared to the previous adhesive formulation. This extended bonding time provides you with extra flexibility to reposition the film during the installation with less worry about adhesion lines when re-squeegeeing the film after snap-up.

After 72 hours the 3M™ Wrap Film Series 2080, featuring the new adhesive, will achieve similar bonding levels that you are used to with the previous adhesive.

How do you get this film “Work” for you?

Temperature and the right squeegee technique is key.

The recommended application temperature range for applying the 3M™ Wrap Film Series 2080 is 16 – 32°C (60 – 90°F).

The new adhesive is pressure-activated. This means that adequate pressure must be applied to the film/adhesive construction to allow the adhesive to flow into the substrate and initiate the bonding process. Due to the low initial tack, it may be advisable to apply slightly more pressure with the squeegee to help ensure

proper adhesion. Sufficient pressure should be exerted to remove all air trapped beneath the film.

Using the correct squeegee (like 3M™ PA1-G) with a thin protection buffer (like 3M™ Protection Buffer Blue), and ensuring the squeegee is angled correctly, will also contribute to achieving better results.

Boost your installation experience, related to speed, reduced initial tack and improved repositionability. Should you have any questions or concerns, please don't hesitate to contact your local 3M Application Engineer or 3M Sales Representative for assistance.

Thank you for your continued interest in 3M Wrap Film products.

Regards,

Matt Topeff

Global Product Marketer

3M Commercial Branding & Transportation Division