



April 29, 2024

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

Dear 3M valued customer:



I hope this message finds you well. I am reaching out to ensure you are aware of a change we have made to the 3M™ Wrap Film Series 2080.

In response to valuable feedback from trusted installers globally, we've introduced a new adhesive technology that enhances the installation experience in several key areas. You might notice a slight difference in the feel of the film due to the lower initial tack of the adhesive. However, rest assured that this change is intentional and aimed at providing you with greater flexibility and working time during installation.

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 Customer sessions with installers globally, we have identified several key areas of focus within the car wrap industry. These include addressing issues such as adhesion lines, adhesive clumping, working time, 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 tacky when removing the liner. While this might give the impression that the adhesive doesn't bond as strongly as the previous version of 2080 initially, this is by design.

The new adhesive features a different bonding development curve. It takes approximately 15 to 20 minutes for the adhesive to bond to a similar level compared to the previous adhesive. Again, this is by design to build in more working time with the film. This extended working 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. Rest assured, the ultimate bond strength is similar between the new version and old version of the adhesive.

What are the recommended conditions for installing this new adhesive?

Temperature and the right application tools are key. Although you can apply 3M™ Wrap Film Series 2080 within a wider temperature range, for an optimal installation experience, we recommend applying this film at a temperature of 22°C (72°F).

Due to the low initial tack, you may need to apply slightly more pressure with the squeegee than the previous version of 2080 to help ensure proper adhesion. We recommend using a 3M™ PA1-Gold squeegee with a thin protection buffer.

Thank you for your continued partnership and trust in 3M Wrap Film products. If you have any questions or concerns, please don't hesitate to reach out.

Regards,

Matt Topeff

Global Product Marketer

3M Commercial Branding & Transportation Division