

# Auto Trim DESIGN

INCORPORATED

WRAP, BRAND & TRANSFORM

## Floors Application Guide

Graphic Solutions For Brand Managers & Business Owners



### I want to... create short term **promotions**

Whether it's a short term giveaway or a celebrity endorsed contest, 3M graphic solutions will help generate excitement for your promotions! Floor graphics are the perfect coupling to a booth, POP stand, or other advertisement to help drive customer awareness and excitement, as well as sales.



### I want to... build my **brand**

Whether it's a logo, slogan or some other interpretation of your brand, help reinforce your positioning with 3M graphic solutions. Your target market will be sure to connect emotionally with your brand as floor graphics will help influence along the consumer path to purchase.



### I want to... **inspire**

Whether it's an optical illusion, a surprise, or a "wow," capture attention using 3M graphic solutions! Create interesting designs with ease that will help your message stand out in a crowd and through competitive clutter!

# Floor Application Guide

	3M Product	Film	Finish	Adhesive	Adhesive Colour	Thickness (mil)	Floor Type	Overlamine
I want to... create short term promotions	3M™ Scotchcal™ Graphic Film with Comply™ Adhesive <b>IJ40C</b>	Calendered	Opaque - White - Matte or Gloss	R	Grey	3	Indoor floor	 or 
	3M™ Controltac™ Graphic Film <b>IJ162-10</b>	Calendered	Opaque - White	R	Grey	4	Indoor floor	 or 
I want to... build my brand	3M™ Controltac™ Graphic Film <b>IJ162-114</b>	Calendered	Transparent	R	Clear	4	Indoor floor	 or 
	3M™ Scotchcal™ Graphic Film Series <b>3662</b>	Cast	Opaque - White	R	Grey	2	Cement sidewalk, unpainted stairs, and walls	
I want to... inspire	3M™ Scotchcal™ Graphic Film with Comply™ Adhesive <b>IJ40C</b>	Calendered	Opaque - White - Matte or Gloss	R	Grey	3	Low pile carpet	 or 

**C** = Changeable (no heat required for removal) **R** = Removable (heat may be required for removal) **P** = Permanent (not meant to be removed)

## Overlamine Options

	Luster Clear	3645
	High Gloss Clear	3648
	Highly Textured Clear	3647

## I want to... stay connected

### In Person

Auto Trim DESIGN team are always available to assist you in your graphic needs. Come visit us at 4-130 Bradwick Dr. Vaughan, ON  
email: [production@autotriminc.com](mailto:production@autotriminc.com)

### By Phone

Auto Trim DESIGN can answer all your product questions.  
**905.669.0109**

### Online

Check us out at [www.autotriminc.com](http://www.autotriminc.com) and follow us on our social networks



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