

Open and Shut Case: 3M Command Adhesive Introduces Locker and Decorative Items To Tween 'Tweens' Imaginations

3M is introducing seven Command adhesive locker and decorative items to adorn, tidy up and organize teens and 'tweens' belongings both at school and at home as the latest addition to the brand's product line of self-stick hooks, clips, hangers, strips, cord bundlers and cord clips. There are hard and soft pockets; photo clips and micro hooks; a foam photo frame and mirror and a Stretch Web that works on the principal of an upholstered French memo board here a lattice of ribbon holds cards, photos and letters in place. The most expensive item costs \$5.99.

Of the 36.11 million kids aged 6 to 16, 3M reports that there are 9.7 million girls looking for an effective way to showcase pictures and store their belongings in their lockers, said Pauline

Allison, brand manager for Command adhesive products. "Until now, their other choices include permanent adhesives that can damage the locker's finish; ineffective magnets that slip down easily or falloff altogether when a locker door slams, or suction cup accessories that come off so easily," added Allison. Command adhesive sticks on most flat surfaces as long as required and when removed properly, comes off cleanly and easily, leaving no holes, sticky residue or marks. "While middle school children may not be decorating their rooms at home, some nevertheless enjoy expressing themselves by personalizing their lockers," said Allison.

Green vinyl pockets are open and blue pockets close like an envelope. They hold pencils, pens and other treasures. Sold together for a suggested retail of \$4.99, they come with three glitter stickers.

A stretchy pocket, to accommodate various items like a calculator, small address book or cell phone, comes with three multi-colored photo clips that affix the pocket to the door of a locker. Suggested retail is \$5.99.

The stretch web comes with a 30-inch-long multicolored stretch cord and eight colored clips that can hold art, notes, letters, birthday cards and pictures of friends. The system serves a double purpose of decorating and preserving an ever-changing gallery of trophies. In addition, pens, sunglasses and other items can slip behind the web. Suggested retail is \$4.99.

A bright green and blue foam photo frame to hold a 4-inch by 6-inch snapshot and a foam mirror in the same colors coordinate with the other items. Suggested retail is \$4.99, each. They are joined by green micro hooks, three to a package, perfect for hanging a necklace or bracelet in preparation for gym, with a suggested retail of \$1.99. Photo clips, eight to a package in blue, green, purple and red, hold pictures. Suggested retail: \$2.49.

For a free brochure, For the Times of Your Life, with additional decorating ideas for using Command adhesive mounting products in every room in the house, call 1-800-577-8778, extension 70, or write 3M Brochure, c/o Montage, 912 Industrial Drive, Milbank, SD 57252. For more information about Command adhesive, visit www.commandadhesive.com.

Command adhesive locker and decorative items range in price from \$1.99 to \$5.99. The other 3M mounting products with Command adhesive range in price from \$1.99 to \$3.99. All are available through hardware, home and decorating stores, discount and office supply chains.

About 3M

3M is a \$16 billion diversified technology company with leading positions in consumer and office; display and graphics; electronics and telecommunications; health care; industrial; safety, security and protection services; transportation and other businesses. Headquartered in St. Paul, Minnesota, the company has operations in more than 60 countries and serves customers in nearly 200 countries. 3M is one of the 30 stocks that make up the Dow Jones Industrial Average and also is a component of the Standard & Poor's 500 Index. For more information about 3M, go to www.3M.com/profile/pressbox/index.jhtml.

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