

3M Goes Retro for Promotion Celebrating Creation of Vinyl Electrical Tape

The 3M Electrical Markets Division's newest promotion takes a look back to the 1940s in observance of the company's invention of the first vinyl electrical tape. Scotch electrical tape, which has evolved over the years to Scotch Super 33+, is 60 years old and is the only vinyl electrical tape still made in the USA.

In observance of this milestone, 3M is running a campaign, including a sweepstakes, evoking memories of the late 1940s and celebrating the American worker and American craftsmanship.

Commemorative packages of Scotch Super 33+ vinyl electrical tape from 3M have a label with a unique code number on the back. By going online and entering the code number, buyers will see if they are immediate winners of vintage prizes. These instant prizes include WWII-replica flight jackets; vintage-looking clock radios (including the more recent invention of a built-in CD player); Zippo 1941-replica lighters; T-shirts; hats; and posters of the campaign art, reminiscent of 1940s advertising and featuring illustrations of four beautiful women. Tape with the coded label is available at electrical distributorships.

For more information about 3M electrical products, go to www.3M.com/electrical.

The 3M Electrical Markets Division, based in Austin, Texas, designs, manufactures and markets products for electrical construction, industrial maintenance, utility and industrial power businesses, and electrical/electronic devices produced by original equipment manufacturers. Division products include electrical and electronic specialty insulating tapes; power cable splices and terminations, including cold and heat shrink technologies; cable arc and fire resistant tapes; heat shrinkable tubing and molded shapes for electrical insulation; electrical wire connectors; wire terminals, tools and lugs; wire marking products; cable ties; underground/underwater electrical system products; and electrical diagnostic and detection products.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

Scotch, Super 33+, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

Zippo is a registered trademark of Zippo Manufacturing Co.

3M Electrical Markets Division Mary Kay Kniefmknief at 3M dot com Artwork available

<https://news.3m.com/2007-01-10-3M-Goes-Retro-for-Promotion-Celebrating-Creation-of-Vinyl-Electrical-Tape>