

Electrical Distributors Celebrate 3M's Invention of Vinyl Electrical Tape

AUSTIN, Texas--([BUSINESS WIRE](#))--The 60th anniversary of 3M's invention of vinyl electrical tape is being celebrated at electrical supply distributors across the country. The promotion looks back to a time when the country celebrated the American worker and American craftsmanship. Sixty years later, 3M sells the only vinyl electrical tapes still made in the USA.

Starting February 15, distributors will receive giveaway glass mugs featuring the promotion artwork -- which is reminiscent of 1940s advertising and features illustrations of four beautiful women -- based on the number of rolls of Scotch Super 33+ vinyl electrical tape, Scotch premium vinyl electrical tape super 88, or Scotch vinyl electrical color coding tape 35 they purchase. They will then be able to give these items to contractors and electricians based on their tape purchases. Customers will want to obtain all four mugs.

Simultaneously, 3M's sweepstakes promotion continues. Packages of Scotch Supper 33+ vinyl electrical tape 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. 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.

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

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