

## 3M Will “Keep ‘em Rollin’ ” with Fall Promotion

AUSTIN, Texas--([BUSINESS WIRE](#))--3M continues to celebrate the 60th Anniversary of Vinyl Electrical Tape with a fall promotion. Called “Keep ‘em Rollin,’ ” this promotion follows a successful one earlier this year as it builds on the patriotic era of the 1940s.

3M’s Scotch brand premium vinyl electrical tapes, Scotch Super 33+, Scotch Super 88, and Scotch 35, are the only vinyl electrical tapes still manufactured in the USA. Today’s Scotch Super 33+ Tape is the 17th version of the best-selling, professional-grade vinyl electrical tape in America.

During this newest promotion, distributors can qualify for give-away T-shirts featuring the anniversary retro art and a retro radio, based on the number of rolls of tape they buy. End-user buyers of 3M vinyl electrical tapes can qualify for T-shirts and radios at participating distributorships while supplies last.

Today’s Scotch Super 33+ Vinyl Electrical Tape performs well, even in extreme temperatures. Increased adhesion allows the tape to remain sticky, adhere smoothly in low temperatures and not ooze or melt in high temperatures. The improved backing helps provide greater flexibility in cold weather and easier handling year-round.

For more information about 3M electrical products, contact the 3M Electrical Markets Division, A130-4N-40, 6801 River Place Blvd., Austin, TX 78726-9000, USA, or call (800) 245-3573. For more information about 3M electrical products, go to [www.3M.com/electrical](http://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, and electrical and electronic components. EMD has more than 60 years of experience serving customers with highly reliable products, including electrical and electronic insulating tapes and papers; electromagnetic compatible products; power cable splices and terminations; high-temperature, low-sag transmission conductors; heat shrinkable tubing and molded shapes; electrical wire connectors, terminals, tools and lugs; wire marking products; cable ties; 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 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](http://www.3M.com).

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