

3M Celebrates Scotch Vinyl Electrical Tapes with New Promotion

Works with NASCAR, Another American Legend

3M celebrates American Legends – Scotch vinyl electrical tapes and NASCAR – with a new promotion. 3M observed the 60th anniversary of the invention of vinyl electrical tapes last year, and NASCAR celebrates its 60th anniversary this year. Scotch Super 33+, Scotch Super 88 and Scotch 35 vinyl electrical tapes are the only vinyl electrical tapes still being made in the USA.

The promotion builds on the patriotic era of the 1940s and last year's tape promotions. Illustrations of beautiful women in scenes related to car racing are the promotion artwork. Tape containers that have this artwork on them – available only at authorized 3M electrical distributorships – will each have a unique sweepstakes code that can be used online to win instant prizes.

Prizes include leather racing jackets, radio-controlled race cars, sets of the four posters of the commemorative artwork, pit shirts, replicas of 1948 die-cast cars, pit gloves and T-shirts. Based on their orders, distributors will be given T-shirts, which they, in turn, can give to their customers.

The Scotch brand and NASCAR are each symbols of quality, price and performance. Both are synonymous with craftsmanship and a certain can-do spirit. They are legends that have proven that perseverance, ingenuity and skill can lead to success.

For more information on Scotch vinyl electrical tape, contact the 3M Electrical Markets Division, A130-4N-40, 6801 River Place Blvd., Austin, Texas 78726-9000, USA, or call 800/245-3573. For more information about 3M electrical products, go to www.3M.com/electrical.

3M Electrical Products

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 recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

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[*Note to editor:* Magazines using reader service numbers for product or literature news announcements should

direct all inquiries to 3M Electrical Products Division, A130-4N-40, 6801 River Place Blvd., Austin, TX 78726, or phone (800) 245-3573.]

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