

## **3M Introduces a Simple and Affordable Customized Visibility Solution for the Occupational Industry**

3M™ Scotchlite™ Reflective Material – 5807 Custom Cuttable Transfer Film Allows Manufacturers to Think Beyond the Vest and Stand Out in the Marketplace

In these turbulent economic times, occupational manufacturers seek to offer customized visibility solutions to stand out in the marketplace and help realize revenue growth but are often restricted due to high production costs. Now there is a simple and affordable way to customize many work garments and accessories with new 3M™ Scotchlite™ Reflective Material – 5807 Custom Cuttable Transfer Film.

Scotchlite reflective material – 5807 custom cuttable transfer film is the first of its kind with a one-step lamination process and is ready to use right off the roll with no need to apply pre-mask. Manufacturers and designers can now create high quality, customized reflective graphic transfers without the cost of outsourcing.

Additional benefits include:

Faster Turnaround: Requests for customization can be met in-house with no need to outsource

Inventory Savings: Designed for “just in time” production; no need to overrun and hold inventory for future orders

Productivity Cost Savings: Clear liner allows for easy positioning; can be applied at the same time along with other Scotchlite Reflective Materials

Profit Potential: Can be more efficient and cost effective than outsourced graphics; opportunity to create or enhance customization business as a profit center

Added Value: Allows for differentiation of products and services

“3M™ Scotchlite™ Reflective Material – 5807 Custom Cuttable Transfer Film is the latest in a long line of pioneering products spanning 70 years of leadership in the development of retroreflective technology,” said Joe Otte, marketing manager for 3M’s Visibility and Insulation Solutions business. “This product is truly unique, because it allows manufacturers to not only offer enhanced visibility apparel but also expands their business model to include in-house customization.”

Scotchlite reflective material -- 5807 custom cuttable transfer film also offers the same design and manufacturing benefits to those creating garments for consumers, as well. For example, screen printers in the textile decoration market can create fashionable reflective designs that get noticed day or night.

Scotchlite reflective material – 5807 custom cuttable transfer film meets high visibility retroreflective performance standards such as ANSI/ISEA 107, CSA Z96, AS/NZS 1906.4, and EN 471, even after frequent home washings.

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 \$25 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit [www.3M.com](http://www.3M.com).

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