

3M “Sticks Up” for the Planet with NEW Eco-Friendly Scotch Tape

First-of-its-kind Scotch Magic Eco-Friendly Tape, Same Great Adhesive Strength as the Original

From hybrid cars to environmentally conscious cleaning products, many Americans are putting a priority on finding new eco-friendly products that meet everyday needs. In 1961, [3M](#) offered people a new, convenient home and office necessity with the invention of Scotch® Magic™ Tape – know for being frosty on the roll, invisible on paper and easy to write upon. Now, in conjunction with the 50th anniversary of Scotch Magic Tape, 3M is continuing the innovation by launching the first-of-its-kind [Scotch Magic Eco-Friendly Tape](#).

Scotch Magic Eco-Friendly Tape (including refillable dispenser, packaging and tape) is made from more than 75 percent renewable or recycled materials. The boxed refill roll, including packaging, is made from more than 65 percent renewable or recycled materials. Because of its great adhesive strength, photo-safe formulation and performance, Scotch Magic Tape has been a fixture in homes, schools and offices for 50 years. [Scotch Magic Eco-Friendly Tape](#) offers these same great properties, now in an even more environmentally-friendly version.

“We’re so excited to offer an eco-friendly version of the Scotch Magic Tape people know, love and use on a daily basis,” said Pete Ley, Business Unit Manager for Scotch Home and Office Tapes at 3M. “We believe this is a great innovation during a time when people really are looking for those everyday things they can do to lessen their impact on the environment.”

Scotch Magic Eco-Friendly Tape is available at mass merchandisers, office superstores, drug, grocery and craft stores nationwide, and online retailers. More details are available on the Where to Buy section of [ScotchBrand.com](#). The suggested retail price is \$2 - \$4 for the refillable dispenser, which comes with a 600-inch roll of eco-friendly tape and \$5 - 7 for a two-pack of 900-inch refill rolls of eco-friendly tape. For more information on the new Scotch Magic Eco-Friendly Tape, as well as the complete line of Scotch® Products, please visit <http://www.ScotchBrand.com>.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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