

## 3M Introduces Online Carry Handle Configuration Tool

New system to be showcased at Pack Expo in 3M booth #C3043

ST. PAUL, Minn.--(BUSINESS WIRE)--3M Industrial Adhesives and Tapes Division will demonstrate its new carry handle configuration tool at the Pack Expo Show in Las Vegas, September 26-28. Stop by 3M booth #C3043 to see how the online tool enables manufacturers and retailers to customize their ScotchPad brand Carry Handles from 3M by adding graphics, text and logos as desired.

"The first two questions asked by almost every new ScotchPad carry handle prospect are, 'What will my handles look like?' and 'How much will they cost?'," said Mark Dussel, United States marketing manager for 3M Industrial Adhesives and Tapes Division.

Using 3M's new online tool, a prospect can configure a handle, upload and manipulate their logo or message, and obtain an instant quote, all in a matter of minutes. The website features 3M's more popular handle sizes and materials, and the easy navigation allows a prospect to quickly see how a ScotchPad carry handle can be customized with their brand or logo, promotional message, holiday greeting and even UPC or QR Codes.

This on-line tool expedites the quote and configuration steps, so a prospect can more quickly take advantage of the business growth opportunities that result from this unique "in-hand" advertising and merchandising medium.

"Our new online configuration tool gives customers the opportunity to place their own brand and promotional messages right into the hands of their customers," said Dussel. "It's a great way to communicate special promotions or reinforce a logo or brand, while making shopping and product handling easier for the end user."

ScotchPad carry handles are custom-printed "strips" that stick directly to packages up to fifty pounds for convenient, one-handed carrying. They can be applied at retail check-out or pre-applied by the manufacturer. The handles offer excellent adhesion to a variety of surfaces. They are available in individually dispensed pads for quick application by hand, or can be integrated into an automated packaging process. Watch this [short video](#) to see how they work.

Get more information about 3M's new online carry handle configuration tool in 3M's booth #C3043 at Pack Expo, call 800-362-3550, or visit [www.3M.com/carryhandles](http://www.3M.com/carryhandles).

### 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](http://www.3M.com) or follow @3MNews on Twitter.

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