

# New 3M™ Patch Plus Primer Revolutionizes Wall Repair and Painting

Spackling and primer in one features nanotechnology to create professional-looking results in one step, eliminating the need to prime before painting

3M today introduced a new product designed using the latest technology in wall repair, making it possible to paint without priming when patching a wall. 3M™ Patch Plus Primer is the only product on the market that uses nanotechnology to create a quick-drying, strong, even patch in just one easy step. The product was designed to address the challenges painters typically face when patching a wall such as cracking, shrinking and flashing (change in paint sheen). 3M Patch Plus Primer makes the prep process easier and reduces the skill level required to achieve professional results.

## Strong repairs, three times faster

3M Patch Plus Primer features all the benefits of a lightweight spackling with the strength of a heavyweight spackling. It's easy to use, won't shrink or crack and dries quickly. Advanced acrylic resins offer great paint anchoring compared to traditional patching compounds, and specially engineered fillers pack together to resist shrinking and provide strength. It's ideal for use on surfaces such as drywall, plaster, wood, stucco and concrete.

Traditional wall repair products are often made with fillers such as limestone and calcium carbonate, which absorb water and shrink, so the patched area must be primed to create a seal beneath the paint, requiring a time-intensive extra step. When paint absorbs into the patched area, flashing can occur.

## Designed with pro-painters and DIYers in mind

The product was specially designed to address common challenges pro-painters and DIYers frequently face with wall repair such as shrinking, cracking and changes in paint sheen. Engineered nanoparticles create a primer-like film on the surface, allowing the repair to be virtually invisible under dried paint, for professional-looking results without having to prime. Square packaging was developed to easily accommodate a three-inch putty knife, and the product's lid was created to be easier to open than traditional spackling products that require a putty knife to remove the lid.

## Innovative features and benefits include:

Makes repairs three times faster than a leading competitor

Hides repair after painting

No need to prime

Dries hard

No flashing (won't change paint sheen)

Great hiding power (no drywall ring)

No shrinking or cracking

Anchors paint to wall patch

Ready to paint in 30 minutes

Firmly holds nails and screws

Saves times

"3M Patch Plus Primer was co-created with pro-painters and DIYers to address the challenges commonly associated with paint prep, resulting in an innovative product that provides an easy solution and professional results for wall repairs," said Michael Kuhl, Business Unit Manager, 3M Build and Repair Solutions. "It takes the hassle out of painting by eliminating the need to prime walls and will change the way people prep to paint."

3M Patch Plus Primer is available at home improvement centers and regional paint and hardware stores nationwide for a suggested retail price of \$5.99. For more information, visit [3MDIY.com](http://3MDIY.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 \$30 billion in sales, 3M employs 84,000 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.

Cohn & Wolfe Jackie Krawczyk, 404-260-3515 [Jackie.krawczyk@cohnwolfe.com](mailto:Jackie.krawczyk@cohnwolfe.com) or 3M Public Relations Robert Brittain, 651-733-7034 [rbrittain@mmm.com](mailto:rbrittain@mmm.com)

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