

3M Introduces the Only Interior Painter's Tape That Delivers 90-Degree Hand Tears

New ScotchBlue™ PLATINUM Painter's Tape Enables Quicker and Easier Tape Application and Removal¹

In time for National Home Improvement Month in May, 3M Company, maker of [ScotchBlue™ Painter's Tape](#), is introducing the first and only poly-backed indoor masking tape that tears by hand at a 90-degree angle. [ScotchBlue PLATINUM™ Painter's Tape](#) is now available nationwide, enabling painters to mask surfaces quicker and easier while pulling off better paint job with just one pull.¹

"For decades, 3M has been committed to providing innovative solutions for painters by continuously advancing our technologies to meet the changing needs of the paint category," said Mark Hodgins, Global Business Manager for the 3M Construction and Home Improvement Markets Division. "We developed the new ScotchBlue PLATINUM Painter's Tape as the premium solution to challenges with paper tapes related to masking corners and curves, tape slivering upon removal, and paint seepage to accomplish professional-looking paint projects quicker and easier than ever before."

Unlike Any Other Tape

The new ScotchBlue PLATINUM Painter's Tape is the first and only interior tape of its kind to use an advanced polyethylene backing with micro-replication technology. This poly material provides enhanced durability, making it possible for the tape to be removed in one piece without tearing or slivering and helping to prevent paint bleed.¹ 3M's micro-replication technology allows for a straight 90-degree hand tear.

ScotchBlue PLATINUM Painter's Tape is easy to apply and readjust. The 90-degree tear allows painters to mask corners with more accuracy than when using paper tapes. It is recommended for use on baseboards, trim, metal and glass. ScotchBlue PLATINUM Painter's Tape is UV-resistant and compatible with zero-VOC paints in normal conditions.²

ScotchBlue PLATINUM Painter's Tape is available online and at home centers, hardware and paint stores, and mass retailers nationwide with a suggested retail price of \$11.99. For more information, visit [ScotchBlue.com](#).

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$30 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at [www.3M.com](#) or on Twitter [@3M](#) or [@3MNewsroom](#).

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¹ Compared to other 3M paper-backed masking tapes

² A humidity level of below 50% is recommended for the ideal tape performance

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Multimedia Files:

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ScotchBlue PLATINUM Painter's Tape is the first and only poly-backed indoor masking tape that tears by hand at a 90-degree angle. (Photo: Business Wire)

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