

3M Reinvents Reflective Material for Activewear with Carbon Black Technology

Athletic apparel designers can now push boundaries with stylish, discreet reflective elements

Athletic apparel designers have a new, high-performance reflective material from 3M™ Scotchlite™ Reflective Material available to them as they create activewear that can be worn from the conference room to the coffee shop to the bike path.

The patented* [C790 Carbon Black Stretch Transfer Film](#) is a rich, deep black-colored material when viewed in daylight. But when illuminated at night, the material delivers vibrant reflective brightness that Scotchlite reflective material is known for. The vivid brightness of the material is durable through wear, stretch or washing. Featuring a low-temp bonding capability, it also can adhere to a wide variety of fabrics without affecting design or quality.

Unlike traditional colorized-silver reflective materials that apply a thin layer of color on top of glass beads, 3M's proprietary carbon black technology makes the color inherent to the material's construction. This creates a discreet, color-fast material with initial brightness averaging 300 R_A strike. Carbon black technology also helps provide off-angle brightness for increased visibility in low-light conditions.

"Designers of active apparel no longer have to compromise when they want a high performing, on-trend reflective material," said Ryan Gallagher, 3M. "C790 carbon black transfer film is the deepest black and highest stretch reflective material we've ever made, meaning designers now have a single material that can blend in, stand out and move with any active pursuit or dynamic lifestyle."

C790 carbon black transfer film can accommodate a wide range of applications on gear worn for training, running, cycling, motorsports and more.

Designers can learn more and request a sample at www.3m.com/CarbonBlackReflective

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.

3M and Scotchlite are trademarks of 3M Company.

*Patent: 3M.com/patents

For 3M Claire Voit, 612-455-1735 Claire.voit@padillaco.com

Multimedia Files:

□

M-Scotchlite-Black-Stretch-Reflective-C790-feature-photo
download:

[download original 6.63 MB 3944 x 3952](#)

[download thumbnail 63 KB 200 x 200](#)

[download lowres 328 KB 479 x 480](#)

[download square 95 KB 250 x 250](#)

□

<http://www.3m.com/carbonblackreflective>


ownload:

[ownload original 40 KB 244 x 128](#)

[ownload thumbnail 15 KB 200 x 105](#)

[ownload lowres 20 KB 244 x 128](#)

[ownload square 42 KB 250 x 250](#)

Additional assets available online:  [Photos \(2\)](#)

<https://news.3m.com/2017-05-02-3M-Reinvents-Reflective-Material-for-Activewear-with-Carbon-Black-Technology>