Scotch Brand celebrates 100-year milestone by launching "The Next 100 Project" with Jenn Todryk

Scotch Brand announces limited-edition instant print camera giveaway to create moments that stick for the next 100 years

ST. PAUL, Minn., Feb. 25, 2025 /PRNewswire/ -- This year, Scotch™ Brand is celebrating 100 years of making moments that stick. From sealing packages for an upcoming move, wrapping gifts for a special occasion, to finishing a do-it-yourself (DIY) project, Scotch Brand has been the unsung hero in countless moments of creativity, celebration, and repair. To kick off this milestone achievement, Scotch Brand partnered with Jenn Todryk, Scotch Brand ambassador and home solutions expert, to announce "The Next 100 Project." The campaign is designed to encourage everyone to turn ideas into reality and capture, share, and celebrate the next 100 years.

"It brings me joy to create things by hand for my loved ones – whether decorating a room, setting up a new business, helping my children with a school project, or staying organized," says Todryk. "Scotch Brand has been a staple in my drawer and toolbox, helping me create crisp sharp lines whenever I'm painting a room, hanging my children's artwork, labeling notebooks, and so much more. I'm honored to be a part of the brand's centennial celebration and encourage you to capture and make even more moments that stick. Here's to the next hundred years of innovation and making new memories together."

Since the invention of Scotch Masking Tape in 1925, Scotch Brand has grown and evolved into more than one thousand varieties of adhesive tape and products. These solutions are integral to families, friendships, and entire industries — from shipping, packaging, home, and office, to automotive, construction, manufacturing, electronics, and more. Whether it's supporting household repairs or sealing, protecting, insulating, labeling, and holding materials together, Scotch Brand embodies originality, efficiency, and problem-solving as a creative act. A century later, this resourcefulness continues to guide and inspire future innovations.

"You wouldn't think *tape* has such a rich story around its origin… but it does. This year, we get to celebrate that history and look forward to what's next," says Heather Green, president, Consumer Business Portfolio at 3M. "Innovation is rooted in exploration and discovery, and it is what continues to inspire us to bring new solutions to market every day. As we mark our centennial, we acknowledge the creativity and ingenuity surrounding where we've been, and we are energized for what's to come. Together we will create more, fix more, and do more for the next 100 years!"

"The Next 100 Project" is an opportunity to create more moments. Enter for a chance to win a limited-edition Scotch Brand instant print camera and an assortment of Scotch Brand Product, including:

Scotch® Magic™ Tape, the original invisible tape with hundreds of uses.
ScotchBlue™ PROSharp Painters Tape with Edge-Lock™+ Technology, the professional edge you need to stand out on your next painting or home improvement project.
Scotch® Gift-Wrap Tape, perfect for smooth, flawless wrapping and adhering small touches that leave a big impact.
Scotch® Heavy Duty Packaging Tape, just one strip has the ultimate strength to get the job done whether you're preparing for an upcoming move or shipping a package.

From February 25, 2025 – March 31, 2025, visit Scotchbrand.com/Scotch100Giveaway to complete an online entry form and share what you will create next using Scotch Brand Tape. Giveaway winners will be selected at random in April 2025.

Visit Scotchbrand.com to learn simple tips to help you tackle your next special project, unexpected uses, and creative hacks to common problems.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING Open to legal residents of the 50 United States (D.C), 18 years and older (19 in AL and NE and 21 in MS). Void where prohibited. Begins on 2/25/25 at 8:00:01 am ET and ends on 3/31/25 at 11:59:59 pm ET. Limit one (1) entry per person/email address and per

household. For Official Rules, prize descriptions and odds disclosure, visit Scotchbrand.com/Scotch100rules. Sponsor: 3M Company, 3M Center, St. Paul, MN 55144.

About Scotch™ Brand

At Scotch™ Brand, we believe in resourcefulness and ingenuity. We exist to empower the hands-on genuity in everyone and help bring their visions to life. But, to do a job well, you need the right tools. Since the invention of the first masking tape in 1925, Scotch™ Brand and 3M have offered more than 1000 varieties of adhesive tape and countless other products from spray adhesives and super glue to tape dispensers and laminators. For every project there's an ideal tool. We'd like to help you find it. Follow us on: **Facebook**, **Instagram** or **Pinterest**.

About 3M

3M (NYSE: **MMM**) believes science helps create a brighter world for everyone. By unlocking the power of people, ideas and science to reimagine what's possible, our global team uniquely addresses the opportunities and challenges of our customers, communities, and planet. Learn how we're working to improve lives and make what's next at **3M.com/news**.

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https://news.3m.com/2025-02-25-Scotch-Brand-celebrates-100-year-milestone-by-launching-The-Next-100-Project-with-Jenn-Todryk