

3M™ Net Abrasives Distributor Toolkit

August 2021



Introducing

Our biggest advancement in dust-extraction sanding in decades



PREMIUM

3M™ Cubitron™ II
Net Abrasives



ADVANCED

3M™ Blue
Net Abrasives

Overview



Raise awareness.

Display Web
Banners

Print Ad

E-Mail Content

eCommerce Images

Social Media Posts



Educate.

Video

Solutions Guide

Landing Page

Standard Operational
Procedure



Drive demand.

Sample Packs


Interactive Paper

Interactive Paper
Premium Box

Tip: Navigate through this presentation by clicking on each category box. Return back to overview by clicking the icon in the top right corner on each final slide per category.



Raise Awareness.

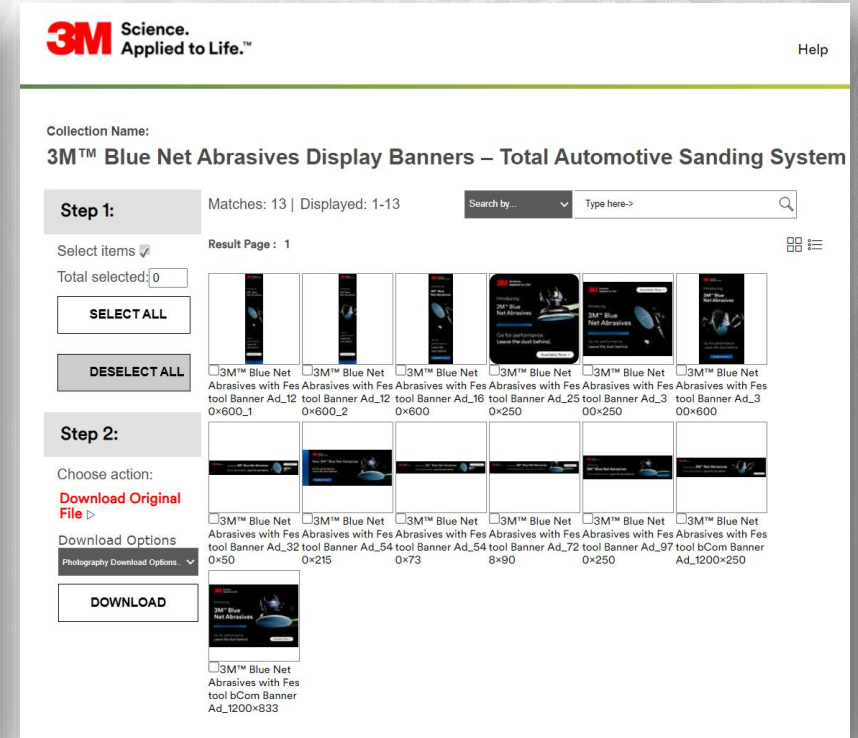


Overview



- Webpage traffic increase
- Lead generation
- Request a 3M Cubitron II Net Abrasives sample pack

- Webpage traffic increase
- Lead generation
- Request a 3M Cubitron II Net Abrasives sample pack



Print Ad



Raise awareness.

Print advertising to promote 3M™ Cubitron™ II Net Abrasives through print media:

- Build awareness through print
- Webpage traffic increase
- Lead generation



Download Print Ad



The print advertisement features a dark background with a close-up image of a hand holding a purple and white net abrasive disc. The 3M logo is in the top left corner, followed by the tagline 'Science. Applied to Life.™'. Below this is a purple chevron icon and the headline 'Go for performance. Leave the dust behind.' The text continues with 'Introducing 3M™ Cubitron™ II Net Abrasives For Automotive Repair'. A paragraph describes the benefits of the net abrasives, highlighting their fast-cutting and long-lasting properties. The URL '3M.com/auto-abrasives' is provided. At the bottom, there is a small disclaimer about safety and warranty information.

3M Science.
Applied to Life.™

Go for performance.
Leave the dust behind.

Introducing
3M™ Cubitron™ II Net Abrasives
For Automotive Repair

Get the job done sooner with 3M™ Cubitron™ II Net Abrasives, our fastest-cutting and longest-lasting net abrasive discs and sheets. This family of net abrasives delivers the exceptional cut rate and extended life of a Cubitron II abrasive. All the while, letting dust extractors perform their best by leaving virtually no dust on the work surface and in the environment.

3M.com/auto-abrasives

For additional information, including important safety and warranty information regarding 3M Automotive Aftermarket products, visit www.3Mcollation.com/info. Copyright 2021 by 3M. All rights reserved. 3M and Cubitron are trademarks of 3M Company.

E-Mail Content



Raise awareness.

E-Mail Content templates for enduser communication through distribution:

- Direct enduser communication through e-newsletter
- Webpage link to direct endcustomers to distributor's website



Download E-Mail content

3M Science.
Applied to Life.



Introducing the biggest advancement in clean sanding in decades – 3M™ Net Abrasives.

Cleaner work environment and better performance.

<name>, 3M's new family of net abrasives are faster-cutting and longer-lasting than other net abrasives around. Keep your entire shop virtually dust-free by tackling dust at its source.

From the value-focused pro to the top-tier dust extractor, 3M has a net abrasive that you can rely on.

The compromise is over.

With 3M™ Net Abrasives, you don't have to sacrifice performance for dust extraction. You don't have to settle for abrasives that don't make the cut. Nobody's system captures more dust – it's a 3M technology that no one else has.

Interested? Visit our website to learn how you can get 3M™ Net Abrasives in your shop.

WEBPAGE

eCommerce Images




Raise awareness.

Images specifically designed to support promoting 3M™ Cubitron™ II Net Abrasives through eCommerce:

- Content enrichment for online shops and online product catalogues



Download eCom images

 **Science.**
Applied to Life.™

Help

Collection Name:
3M™ Cubitron™ II Net Abrasives Features and Benefits Imagery – Total Automotive Sanding System



Step 1:

Matches: 6 | Displayed: 1-6

Search by... Type here->

Select items ☒

Result Page : 1

Total selected: 0

SELECT ALL

DESELECT ALL

Step 2:

Choose action:

Download Original File ▶

Download Options

Photography Download Options... ▼

DOWNLOAD



3M™ Cubitron II Net Abrasives with Festool _FAB Imagery Detailed_1

3M™ Cubitron II Net Abrasives with Festool _FAB Imagery Detailed_2

3M™ Cubitron II Net Abrasives with Festool _FAB Imagery Detailed_3

3M™ Cubitron II Net Abrasives with Festool _FAB Imagery_1

3M™ Cubitron II Net Abrasives with Festool _FAB Imagery_2

3M™ Cubitron II Net Abrasives with Festool _FAB Imagery_3

Social Media Posts



Raise awareness.

Social Media text and picture content to advertise 3M™ Cubitron™ II Net Abrasives through social media:

- Webpage traffic increase
- Lead generation
- Request a sample pack
- Participate in webinars






Download Social Media Posts

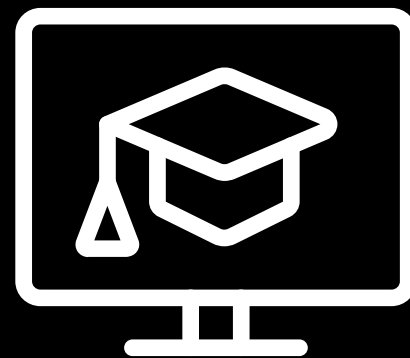
Available later 2021.

Available later 2021.



3M™ Cubitron™ II Net Abrasives Channel Social Posts

POST-LAUNCH			
Post Type	Copy	Recommended Hashtags	Visual
General Still	<p>Go for performance. Leave the dust behind.</p> <p>The fastest-cutting, longest-lasting net abrasives are here. 3M™ Cubitron™ II Net Abrasives -- 3M's biggest advancement in clean sanding in decades.</p> <p>Are you ready for it? (LINK)</p>	<p>INSTAGRAM: #3mcollision #3mabrasives #3mnetabrasives #dustextraction #netabrasives #abrasives #cubitron #cubitronII #festool #sanding #autobody #autobodyrepair #autobodyshop #bodyrepair</p> <p>TWITTER/LINKEDIN: #3mcollision #3mabrasives #3mnetabrasives</p>	
General Still	<p>'Good enough' doesn't cut it.</p> <p>With 3M™ Cubitron™ II Net Abrasives, you don't have to sacrifice performance for dust extraction.</p> <p>Don't settle for less. (LINK)</p>	<p>INSTAGRAM: #3mcollision #3mabrasives #3mnetabrasives #dustextraction #netabrasives #abrasives #cubitron #cubitronII #festool #sanding #autobody #autobodyrepair #autobodyshop #bodyrepair</p> <p>TWITTER/LINKEDIN: #3mcollision #3mabrasives #3mnetabrasives</p>	
Application Still	<p>Keep your entire shop virtually dust-free by tackling dust at its source.</p> <p>From teardown to paint prep, 3M™ Cubitron™ II Net Discs can handle collision repair jobs faster than any other net discs around. (LINK)</p>	<p>INSTAGRAM: #3mcollision #3mabrasives #3mnetabrasives #dustextraction #netabrasives #abrasives #cubitron #cubitronII #festool #sanding #autobody #autobodyrepair #autobodyshop #bodyrepair</p> <p>TWITTER/LINKEDIN: #3mcollision #3mabrasives #3mnetabrasives</p>	



Educate.

Video



Educate.

Introduction video promoting 3M™ Cubitron™ II Net Abrasives combined with Festool Automotive Systems:

- 3M & Festool partnership
- System Selling solutions
- Customer benefits



Download Video



Solutions Guide



Educate.

Dust Extraction Solutions Guide explaining the benefits of the new 3M™ Net Abrasives paired with Festool Automotive Systems:

- The role of dust extraction today
- Product Portfolio (Premium & Advanced)
- Advantages and benefits
- Part Number reference



Download Solutions Guide



3M Science. Applied to Life.™

Dust Extraction Solutions Guide

Introducing the new 3M™ Net Abrasives

Go for performance. Leave the dust behind.



Overview

Dust.

The hidden — or maybe not-so-hidden — enemy of any body shop.

You know dust is a problem. It can sap your efficiency, create defects and rework, and steal the life from your abrasive.

Once it's in the air, it can settle on your work surfaces in your shop and even creep into your office and waiting room.

The best way to stop dust? The right combination of tools and abrasives let you capture it at the source.

Introducing 3M™ Net Abrasives

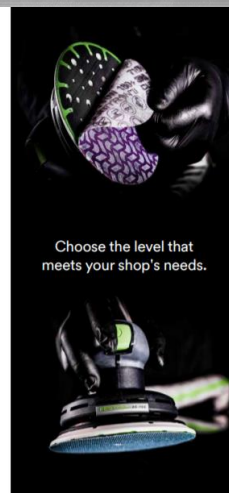


Premium

3M™ Cubitron™ Net Abrasives

In abrasives, premium quality has a name: 3M™ Cubitron™ II. We're reinventing abrasives with innovative net technology coupled with 3M Precision Shaped Grain, so that you no longer have to compromise between peak performance and dust extraction.

© Dust Extraction Solutions Guide



Choose the level that meets your shop's needs.



Advanced

3M™ Blue Net Abrasives

This is the surge in productivity you've been asking for. 3M™ Blue Net Abrasives feature an engineered ceramic mineral blend for best-in-class performance and dust extraction at a mid-tier price point.

Learn more at 3MCubitron.com/Net

Landing Page



Educate.

Landing page dedicated to our new 3M™ Net Abrasives family:

- The role of dust extraction today
- Product Portfolio (Premium & Advanced)
- Total Automotive Sanding System



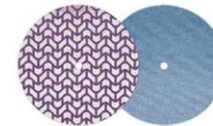
Innovative Abrasives for Car Repairs

From preparation to finish, 3M automotive abrasives play a key role in all bodyshop processes.

We have developed a full range of abrasives to suit every type of application, incorporating innovative technologies for superior performance, anti loading and a consistent finish.

The right abrasives play a key role for a perfect result in vehicle refinishing. Whether in the process of preparation, car scratch repair, dry primer sanding or fine sanding before paint application. Our quality abrasives and a further range of accessories are designed to help you to safely and efficiently achieve your desired results.

Find out below about our premium abrasives and sandpaper for car repair or scroll to the bottom of the page for a full portfolio overview



Net Abrasive Discs

Reinvented abrasive discs with innovative net technology coupled with 3M™ Precision Shaped Grain. You no longer have to compromise between peak performance and dust extraction.

[Go to Net Abrasive Discs](#)



Net Abrasive Sheets

Get the job done sooner with 3M™ Net Abrasives, our fastest cutting and longest-lasting net abrasive sheets. All the while, letting dust extractors perform their best by leaving virtually no dust on the work surface and in the environment.

[Go to Net Abrasive Sheets](#)



3M™ Cubitron™ II Abrasives

3M™ Cubitron™ II Products give a more consistent finish in car scratch repair and paint removal. They cut quicker and last longer, enabling a cooler sanding process and helping you be more productive than ever – reducing cycle time and rework.

[Go to 3M™ Cubitron™ II Abrasives](#)



Fine Sanding with Foam Discs

Thanks to their supporting foam backing, 3M™ Trizact™ Abrasive Discs 443SA or 3M™ Hookit™ Flexible Abrasive Foam Discs are high performing, versatile abrasives and in finer grades excellent for blending, paint rectification or preparation for car polishing.

[Go to Foam Discs](#)



Visit landing page

Standard Operating Procedure



Educate.

Recommended Net Sanding Process focussing on process optimization through delivering premium repair quality paired with the most efficient dust extraction:

- Step-by-step repair guide
- Incorporating the new 3M™ Cubitron II Net Abrasives (discs & sheets)



Download SOP Poster

3M Standard Operating Procedures Recommended Net Sanding Process CUBITRON II

PERSONAL SAFETY

1 Sanding down the top job area

► 3M™ Cubitron™ II Net Abrasive Disc 120+ - 150+.

► To prolong the life of the backup pad when sanding with net abrasive discs (50 mm), it is recommended that Festool Automotive Systems Protection Pad is used (PN 300095, Protection Pad PP-STF D150).

► Festool Automotive Systems electric sander ETS EC 150/5 or Festool Automotive Systems pneumatic sander LEX 3 150/5 or 150/7.

2 Sanding the surface of the surface & further edges

► 3M™ Cubitron™ II Net Abrasive Disc 220+ - 240+.

► Refine previous sanding scratches which reduces the possibility of solvents from the body filler penetrating into the OEM paint layers. If this happens it can lead to surface swelling around the repair.

3 Sanding the body filler

► 3M™ Cubitron™ II Net Abrasive Disc 150+ - 240+.

► Initial shaping of the body filler.

► Ensure that you use dust extraction.

► Identify and highlight sanding scratches through the application of dry guide coat.

4 Sanding the edges of the repair

► 3M™ Hookit™ Flexible Abrasive Sheets P800 - P1000.

Note: This product is recommended for maximum process safety.

5 Fine sanding of the surface

► 3M™ Cubitron™ II Net Abrasive Disc 320+.

► It is advisable to work with a soft interface pad when sanding curved areas.

Tip: The choice of the fine grit has to be adjusted to the solvent sensitivity of the original paint. The finer the sanding before primer application.

6 Fine sanding of the surface

► 3M Hookit™ Hand Block and 3M Abrasives 320+ - 400+.

► Highlight the texture and structure of the primer using dry guide coat.

► For best result and the most efficient process always use dust extraction.

7 Fine sanding of the surface

► 3M™ Hookit™ Flexible Abrasive Sheets P800 - P1000.

Note: This product is recommended for maximum process safety.

► Identify and highlight sanding scratches through the application of dry guide coat.

8 Large area prime sanding

► Eccentric sanding with 3M Abrasives 400+ - P500.

► For critical colours use a 3M™ Hookit™ Flexible Foam Disc P600 as a last sanding step after 400+.

► Deducting of the surface with 3M™ Scotch-Brite™ Abrasives Discs.

Tip: It is advisable to work with a soft interface pad sanding curved areas.

9 Sanding to the adjacent areas

► 3M™ Hookit™ Flexible Foam Disc P800 - P1000.

► Prepare adjacent areas of the OEM clearcoat.

Note: This product is recommended for maximum process safety.

3M United Kingdom plc Automotive Aftermarket
3M Centre, Cull Road, Brixford, RG2 9HT
Phone: +44 (0)1875 537 530
sales@uk.3m.com
www.3m.co.uk

3M Ireland United Automotive Aftermarket
The Forge Building, The Park Carristown, Dublin 18
Phone: +353 (0)1 836 0200
sales@ire.3m.com
www.3m.ie

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J447058

powered by
FESTOOL
Automotive Systems



Drive Demand.

3M™ Net Abrasives Sample Packs



Drive demand.

3M™ Net Abrasives Sample Packs to support customers experiencing 3M's new net sanding technology:

- 2 Versions available:
 1. 3M™ Cubitron™ II Net Abrasives
 2. 3M™ Blue Net Abrasives
- Standalone versions & packed with Festool DA sanders (only Cubitron™ II Net version)

To request 3M™ Net Abrasives sample boxes please contact your 3M sales person.

3M™ Cubitron™ II Net Abrasives Sample Pack



Content:

- 6 x discs 150 mm – 1 disc per grade (80+/120+/150+/180+/240+/320+)
- 3 x sheets 70 mm x 400 mm – 1 sheet pre grade (80+/180+/320+)

3M™ Blue Net Abrasives Sample Pack



Content:

- 6 x discs 150 mm – 1 disc per grade (80+/120+/150+/180+/240+/320+)
- 3 x sheets 70 mm x 400 mm – 1 sheet pre grade (80+/180+/320+)

Interactive Paper



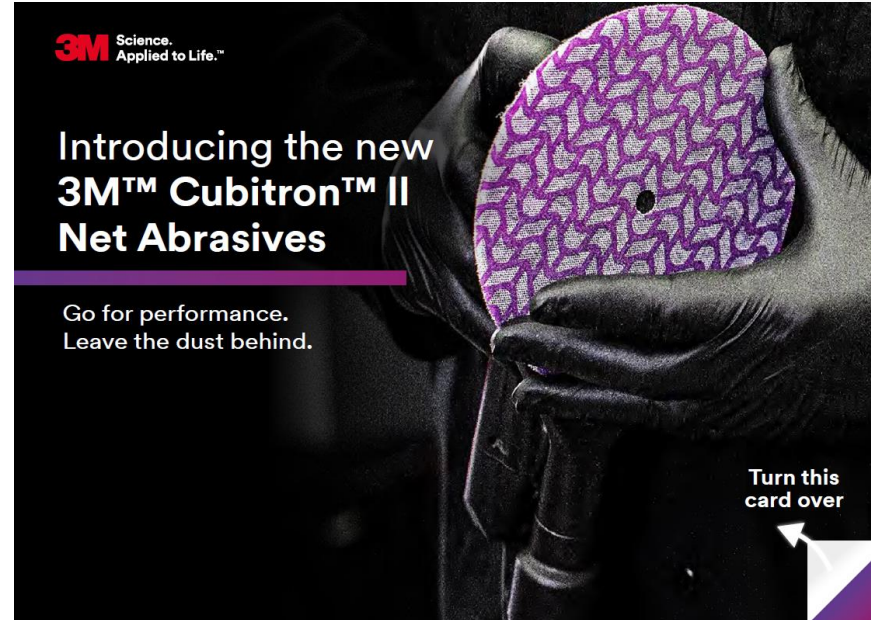
Drive demand.

Interactive Paper as an innovative new marketing tool combining the benefits of off- and online communication:

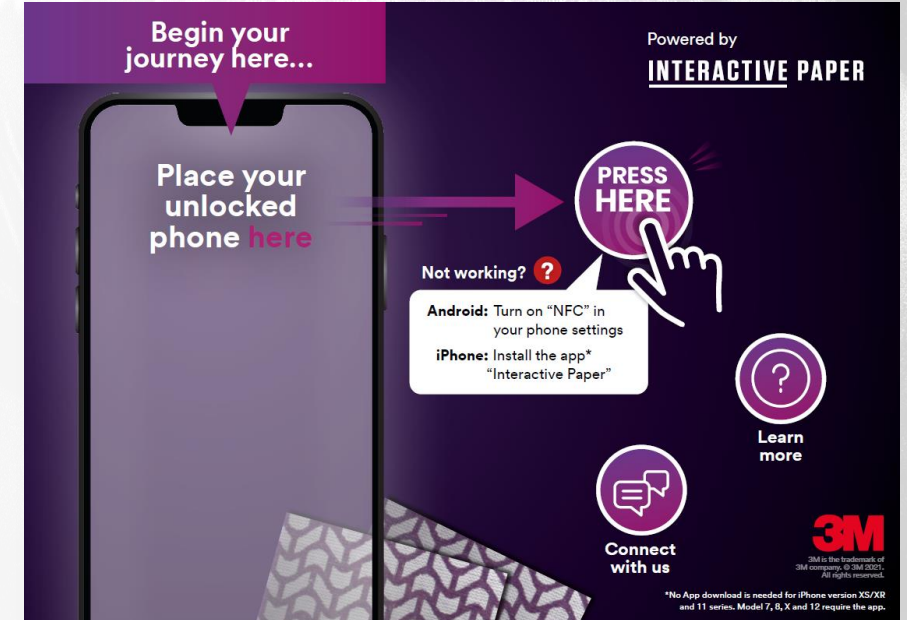
- NFC technology based tool
- 3 buttons providing access to:
 - Video
 - Collateral
 - Landing Page
- Available as a standalone Interactive Paper and incorporated in the „Interactive Paper Premium Box“

To request 3M™ Cubitron™ II Net Abrasives Interactive Papers please contact your 3M sales person.

INTERACTIVE PAPER



Front side



Back side

Interactive Paper is a new marketing tool that **combines off- and online communication** for an enhanced integrated customer experience.

It is more than just a leaflet - it incorporates Near Field Communication (NFC) technology to bring marketing communication to a totally new level.

Just place your mobile on the paper (within the dedicated field on the left side), click on the „PRESS HERE“-Button to begin your journey and learn about the all new 3M™ Cubitron™ II Net Abrasives through exciting digital content – it's just as simple as that!

Interactive Paper Premium Box



Drive demand.

The Interactive Paper Premium Box combines the Interactive Paper with the Sample Pack in a nicely designed box:

- Available for 3M™ Cubitron™ II Net Abrasives
- Innovative communication tool paired with product samples to enable experiencing the product benefits immediately

To request Interactive Paper Premium Boxes please contact your 3M sales person.

1 x

INTERACTIVE PAPER



3M™ Cubitron™ II Net Abrasives edition



1 x

3M™ Cubitron™ II Net Abrasives Sample Pack



Content:

- 6 x discs 150 mm – 1 disc per grade (80+/120+/150+/180+/240+/320+)
- 3 x sheets 70 mm x 400 mm – 1 sheet pre grade (80+/180+/320+)

Interactive Paper Premium Box



Size: 260 mm x 220 mm x 20 mm

Go for Performance.
Leave the Dust Behind.





Additional Information

Product Selection and Use: Many factors beyond 3M's control and uniquely within user's knowledge and control can affect the use and performance of a 3M product in a particular application. As a result, customer is solely responsible for evaluating the product and determining whether it is appropriate and suitable for customer's application, including conducting a workplace hazard assessment and reviewing all applicable regulations and standards (e.g., OSHA, ANSI, etc.). Failure to properly evaluate, select, and use a 3M product in accordance with all applicable instructions and with appropriate safety equipment, or to meet all applicable safety regulations, may result in injury, sickness, death, and/or harm to property.

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