

Scotch™ Surface Protection

Digital Marketing Tool Kit

For 3M Authorized Distributors United States

August 2021



Contents

This toolkit equips you with the information and material you need to deploy and activate to and through channel. To help you in your navigation make sure you click the following icons within this package:



Recommended Product Lists

- Prioritized product groups
- Data packages

Training and Technical Materials

- Application and training videos
- How-to demo videos

Marketing and Advertising Assets

- Marketing communications calendar
- Hero images and application photography
- Web banners | Ads

***If your team would like any of the assets within this toolkit co-branded, please reach out to your channel representative.*

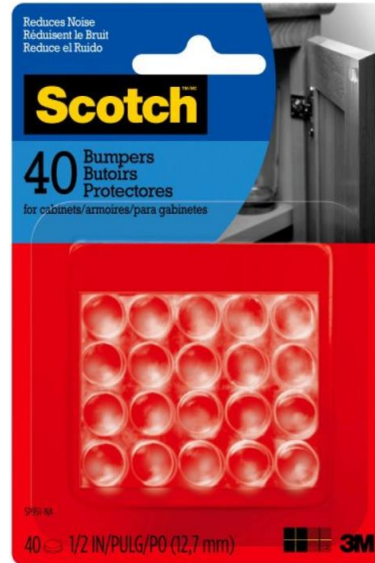
Scotch™ Brand Surface Protection Portfolio



Felt Pads



Sliders



Bumpers



Grippers



Glides



Caster Cups

Call to Action

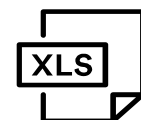
- List recommended products
- Build out digital platform (e-com)
- Develop new business in new channels
- Align promotions with Scotch brand marketing communications

Recommended Product List

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Scotch® Felt Pads

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141412221	7100142716	SP802-NA	Scotch™ Round Felt Pads, 1 in., Beige, 32/Pack
00076308874247	7100142715	SP822-NA	Scotch™ Felt Pads Round, 1 in., Brown, 32/Pack
00076308874131	7100097907	SP801-NA	Scotch™ Felt Pads Round, 1 in., Beige, 16/Pack
00076308874179	7100097913	SP821-NA	Scotch™ Felt Pads Round, 1 in., Brown, 16/Pack
00076308874162	7100097917	SP804-NA	Scotch™ Felt Pads Round, 1.5 in., Beige, 24/Pack
00076308874216	7100097912	SP824-NA	Scotch™ Felt Pads Round, 1.5 in., Brown, 24/Pack
00076308149062	7100142701	SP855-NA	Scotch™ Round Felt Pads, Multi Pack, Beige, 78/Pack
00076308149109	7100142702	SP857-NA	Scotch™ Round Felt Pads, Multi Pack, Brown, 78/Pack
00076308928100	7100130288	SP872-NA	Scotch™ Heavy Duty Felt Pads, 1 in. Round, 16/Pack
00051141412351	7100113004	SP870-NA	Scotch™ Heavy Duty Felt Pads, 1 in., Gray, 8/Pack
00051141412368	7100138751	SP871-NA	Scotch™ Heavy Duty Felt Pads, 1.5 in., Gray, 4/Pack
00076308149048	7100142705	SP810-NA	Scotch™ Easy Cut Felt Pads, 4 in. x 6 in., Beige, 2/Pack
00076308149055	7100142706	SP830-NA	Scotch™ Easy Cut Felt Pads, 4 in. x 6 in., Brown, 2/Pack

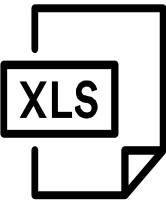


Product data package

Recommended Product List

Scotch® Custom Fit Felt Pads (New Product Innovation)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00638060922484	7100242787	SP880-NA	Scotch™ Custom Fit Felt Pads, Round, Beige, 20/Pack
00638060922491	7100242697	SP882-NA	Scotch™ Custom Fit Felt Pads, Round, Brown, 20/Pack



Product data package

Recommended Product List

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Scotch® Sliders

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00638060271797	7100189318	SP652-NA	Scotch™ Sliders, Reusable Hard 3.5-In 4/Pk
00638060271841	7100189316	SP656-NA	Scotch™ Sliders, Reusable Hard Oval 9.5-In 4/Pk
00638060271827	7100209482	SP650-NA	Scotch™ Sliders, Adhesive Hard 2-1/8-in 4/pk
00638060271612	7100185742	SP649-NA	Scotch™ Sliders, Adhesive Hard 1-1/8-in 4/pk
00638060271810	7100189317	SP651-NA	Scotch™ Sliders, Adhesive Hard Square 2.5-In 4/Pk
00638060271858	7100189322	SP657-NA	Scotch™ Sliders, Reusable Hard, 3.5-in & 7in 8/pk
00638060271780	7100186294	SP654-NA	Scotch™ Sliders, Reusable Hard w/ Covers, 5in 8/pk
00638060658154	7100213943	SP675-NA	Scotch™ Sliders, 5 in. Round, Hard Plastic, 8/Pack
00638060658147	7100213946	SP674-NA	Scotch™ Sliders, 3-1/2 in. Round, Felt, 16/Pack
00638060271896	7100189339	SP661-NA	Scotch™ Felt Furniture Movers, Adhesive 3.5in 4pk
00638060271889	7100189324	SP660-NA	Scotch™ Felt Furniture Movers, Adhesive 2.5in 4pk
00638060271902	7100185769	SP662-NA	Scotch™ Felt Furniture Movers, Reusable 5in 4/pk
00638060271872	7100231112	SP659-NA	Scotch™ Furniture Moving Kit, Assorted Sizes, 16/Pack

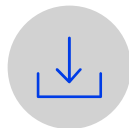
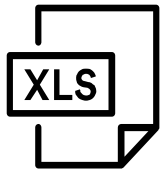


Product data package

Recommended Product List

Scotch® Bumpers

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00076308874223	7100098109	SP950-NA	Scotch™ Self-Stick Rubber Pads, Clear, 1/2 in, 20/pk
00076308874230	7100098111	SP951-NA	Scotch™ Self-Stick Rubber Pads, Clear, 1/2 in, 40/pk
00051141412375	7100240739	SP942-NA	Scotch™ Bumpers, Clear Multi Shape Pack, 48/pk
00638060658130	7100213945	SP956-NA	Scotch™ Bumpers, Round, Clear 0.5-in 60/pk
00076308149246	7100142724	SP954-NA	Scotch™ Square Bumpers, 1/2 in., Clear, 20/Pack
00076308151768	7100142730	SP955-NA	Scotch™ Square Bumpers, 1/2 in. and 3/4 in., Clear, 12/Pk
00076308149130	7100142703	SP952-NA	Scotch™ Felt Bumpers, 3/8 in., Beige, 90/Pack
00076308149147	7100142704	SP953-NA	Scotch™ Felt Bumpers, 3/8 in., Brown, 90/Pack
00051141412344	7100112860	SP860-NA	Scotch™ Protective Dots, Multi Pack, 194/Pack

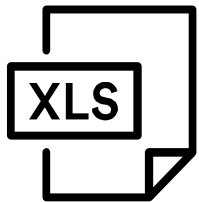


Data package

Recommended Product List

Scotch® Grippers

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141598079	7100112866	SP940-NA	Scotch™ Gripping Pads, 1.5 in., Brown, 8/Pack
00068060653307	7100202435	SP936-NA	Scotch™ Gripping Pads, 2-1/2 in. Round, 4/Pack
00068060653284	7100202434	SP935-NA	Scotch™ Gripping Pads, 1-1/2 in. Round, 4/Pack
00076308928117	7100131750	SP939-NA	Scotch™ Gripping Pads, 1 in., Brown, 24/Pack
00051141598116	7100113001	SP941-NA	Scotch™ Gripping Pads Value Pack, Various Sizes, Brown, 36/pk
00068060653314	7100202453	SP937-NA	Scotch™ Gripping Pads, 4 in. x 6 in. Rectangle, 2/Pack
00638060658079	7100213933	SP933-NA	Scotch™ Grippy Dot Pads, 2-1/2 in. Round, 4/Pack
00638060658086	7100213944	SP934-NA	Scotch™ Grippy Dot Pads, 4in. X 6 in. Rectangle, 2/Pack



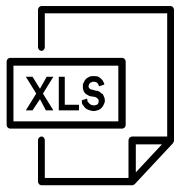
Data package

Recommended Product List

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Scotch® Tips & Glides

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00638060271469	7100193939	SP628-NA	Scotch™ Glides, 7/8 in. Nail-in Plastic, White, 4/Pack
00638060271575	7100185775	SP634-NA	Scotch™ Glides, 1-1/8 in. Nail-in Felt, Beige, 8/Pack
00638060271568	7100185772	SP635-NA	Scotch™ Glides, 1-1/8 in. Nail-in Plastic, White, 4/Pack
00638060271582	7100185773	SP636-NA	Scotch™ Glides, 1-1/8 in. Felt Swivel, Beige, 4/Pack
00638060271599	7100185741	SP637-NA	Scotch™ Glides, 1-1/8 in. Nail-in Plastic Dome, 4/Pack
00638060271438	7100193956	SP602-NA	Scotch™ Chair Tips, 7/8 in. Black Rubber, 4/Pack
00638060271421	7100193954	SP603-NA	Scotch™ Chair Tips, 7/8 in. White Rubber, 4/Pack
00638060271490	7100185137	SP605-NA	Scotch™ Chair Tips, 1-1/8 in. Black Rubber, 4/Pack
00638060271452	7100193955	SP606-NA	Scotch™ Chair Tips, 1-1/8 in. White Rubber, 4/Pack

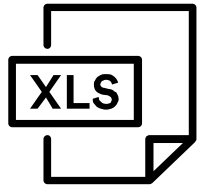


Data package

Recommended Product List

Scotch® Caster Cups & Door Stops

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00638060272114	7100185781	SP902-NA	Scotch™ Caster Cups, 2 in. Square, Hard, Brown, 4/Pack
00638060272138	7100185774	SP900-NA	Scotch™ Caster Cups, Round Hard Brown 1-11/16in, 4/Pk
00638060272053	7100185806	SP910-NA	Scotch™ Caster Cups, 1-13/16in. Round Hard Clear, 4/Pk
00638060658710	7100213917	SP947-NA	Scotch® Door Stop, 3 in. x 1-1/8 in. Clear, 2/Pack



Data package



Insights, Training, and Technical Materials

What the Scotch™ Program Offers ...

✓ RELEVANT PRODUCT OFFERING

Distinctive program with 61 SKUs
Insights driven program; Addresses consumer pain points



✓ TRUSTED BRAND

Consumers looking for the trust that a brand can offer in this category
Introducing a brand name product will grow overall category sales and drive margin dollars



✓ SUPERIOR POSITIONING & PACKAGING

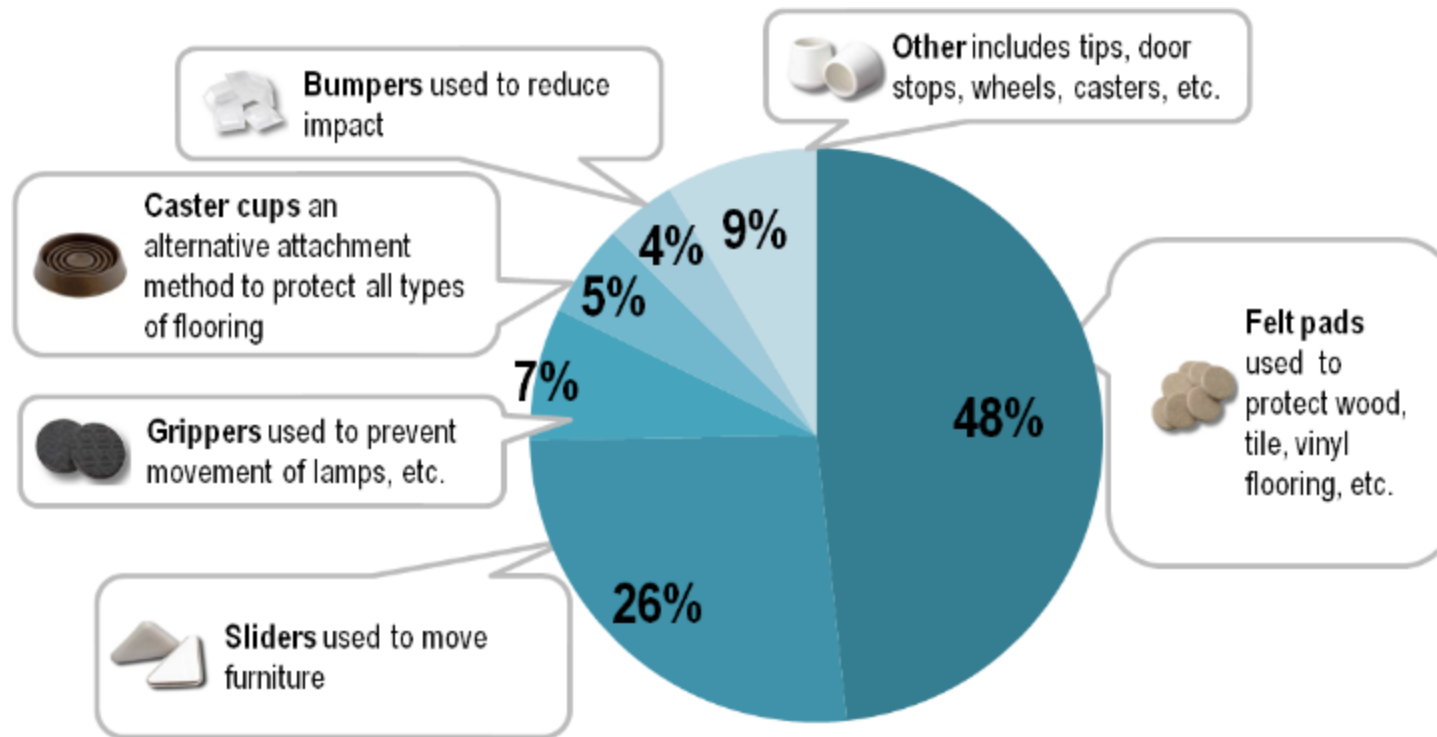
Simplified & Improved Packaging
Product image and application photos, A+ Content, FAB's



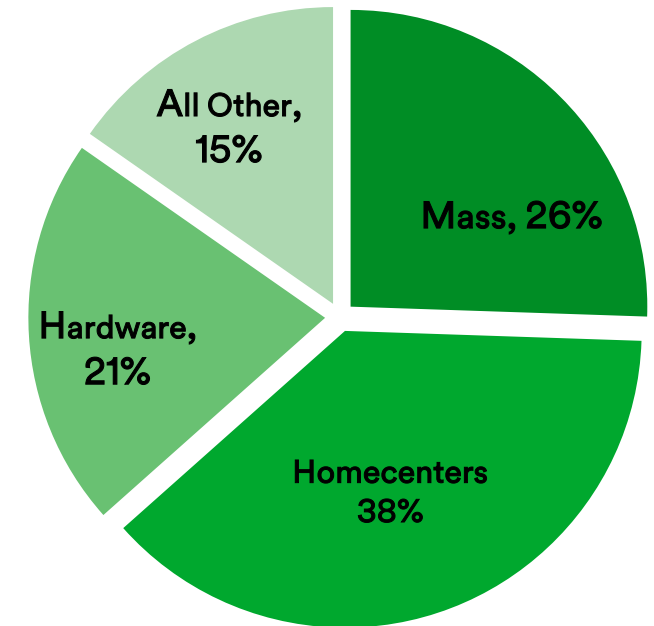
✓ Innovation / New Product Offerings

Heavy Duty long lasting felts pads
Custom fit felt pads

% of Floor Protection Sales by Subcategory



% of Sales by Channel



The quality-reputation and adhesives-expertise of the Scotch Brand is a great fit for solving consumer pain points in the adhesive segments

USE
PAIN POINTS

Felt Pads

Protect wood, Tile, Vinyl, Flooring, Etc...

48%



"I wish they were longer lasting and didn't attract as much dust and hair"

"They do not stick very well, and they do not seem to hold up very long"

"They tend to fall off easily when the chairs are moved around"

Grippers

Prevent Movement of Furniture of slick surfaces

7%



"The application could be easier"

"Last longer than a few months"

"Different gripping pads for different furniture"

"Bigger packs would be nice"

Bumpers

Reduce Impact as well as noise

5%



"Less collection of hair and dust"

"They could come in better colors to match my décor"

"Stay on longer and easier to remove when old"

"Size assortments"

"Better durability and longer lasting adhesive"

Ensuring an enjoyable consumer experience accelerates Brand and Retailer Loyalty

The quality-reputation and expertise of the Scotch Brand is a great fit for solving consumer pain points in the non-adhesive segments

USE
PAIN POINTS

Sliders

Moving Furniture

26%



"I think they can be made in more colors"

"Cheaper prices"

"Last longer"

"Different color arrangements to match your furniture"

"More sizes to choose from"

Caster Cups, Chair Tips, Glides, Door Stops Others

Alternative attachment method to protect all types of flooring

15%



"I wish they didn't get worn out so quickly"

"A better variety of colors to blend in with the furniture"

"They need to be more durable"

"They get kind of squeaky after a long time"

"Have different colors to match the décor"

"They collect hair"

"Durability and sticking capabilities"

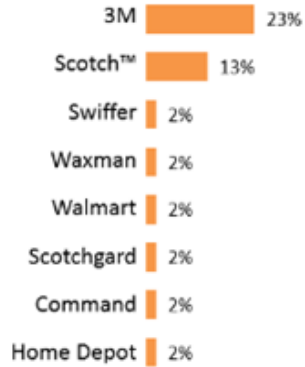
"Better sizing selection"

Ensuring an enjoyable consumer experience accelerates Brand and Retailer Loyalty

We are winning with a well-known, national brand

Awareness

What brands can you think of that make surface protection products?



Familiarity

Brand Familiarity
Top 2 Box (Know a lot/know a bit about them)



Relevance

Importance: Average Top-3 Ranking

1. High quality product
2. Strength of adhesive
3. Price

Q47. Looking at the list of attributes below, please select the 5 attributes that are most important to you when choosing Surface Protectors to buy.

Category Association

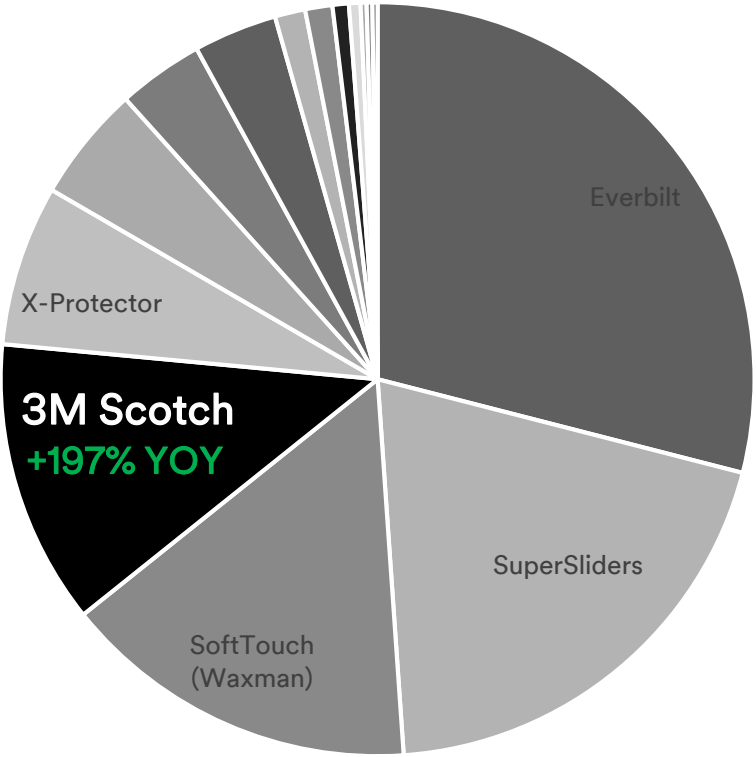
What brand of [INSERT PRODUCT] did you buy most recently?

FELT PADS	SLIDERS	GRIPPING PADS	BUMPERS	CHAIR TIPS	GLIDES
Scotch 58%	Scotch 46%	Scotch 67%	Scotch 60%	Scotch 53%	Scotch 60%
SoftTouch 4%	Magic Sliders 13%	SoftTouch 7%	SoftTouch 3%	Hillman Group 8%	Waxman 5%
Hillman Group 2%	SuperSliders 12%	Slipsticks 6%	Shepherd Hardware 2%	Everbilt 6%	Everbilt 4%
Waxman 2%	Shepherd Hardware 2%	Waxman 3%	Waxman 2%	Shepherd Hardware 5%	SuperSliders 4%
Felt Guard 1%	X-Protector 1%	Parker Bailey 3%	Parker Bailey 2%	Waxman 3%	Hillman Group 3%
Slipsticks 1%	Slipsticks 1%	Shepherd Hardware 3%	Everbilt 1%	Other 2%	Shepherd Hardware 2%
Parker Bailey 1%	Waxman 1%	X-Protector 3%	Other 3%	Don't know 22%	Parker Bailey 2%
Everbilt 1%	Other 3%	Other 1%	Don't know 27%		X-Protector 2%
Other 2%	Don't know 21%	Don't know 7%			Other 3%
Don't know 25%					Don't know 15%

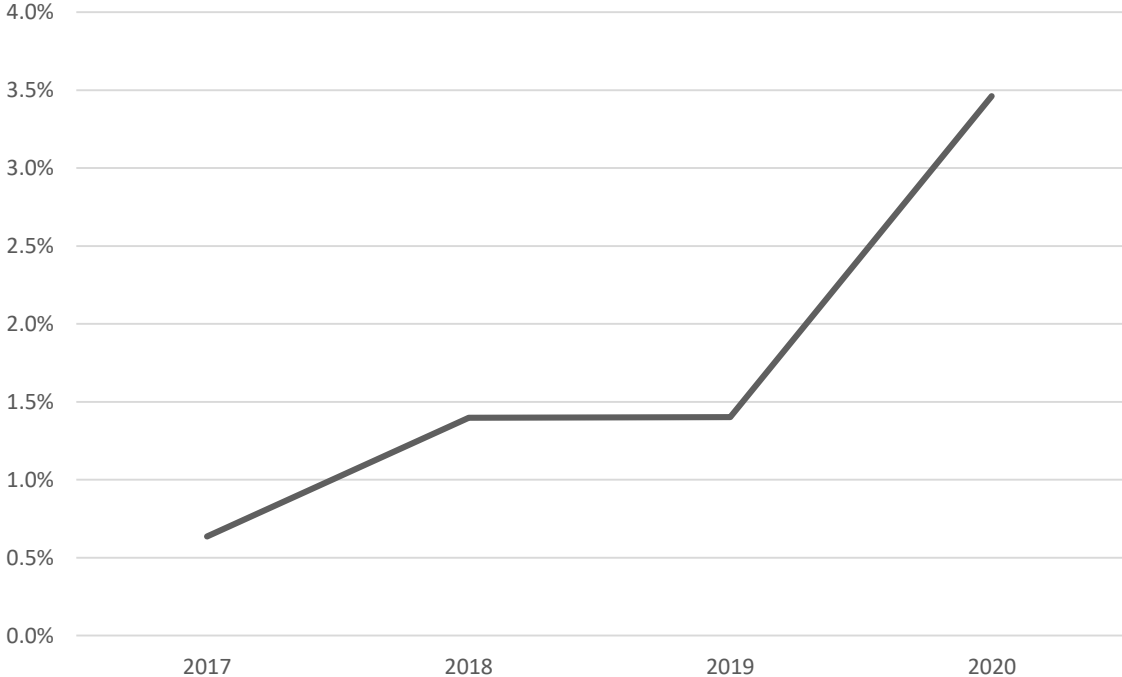
Scotch™ Surface Protection Growth has Outpaced the Market

2020 Category Share (Projected Sales)

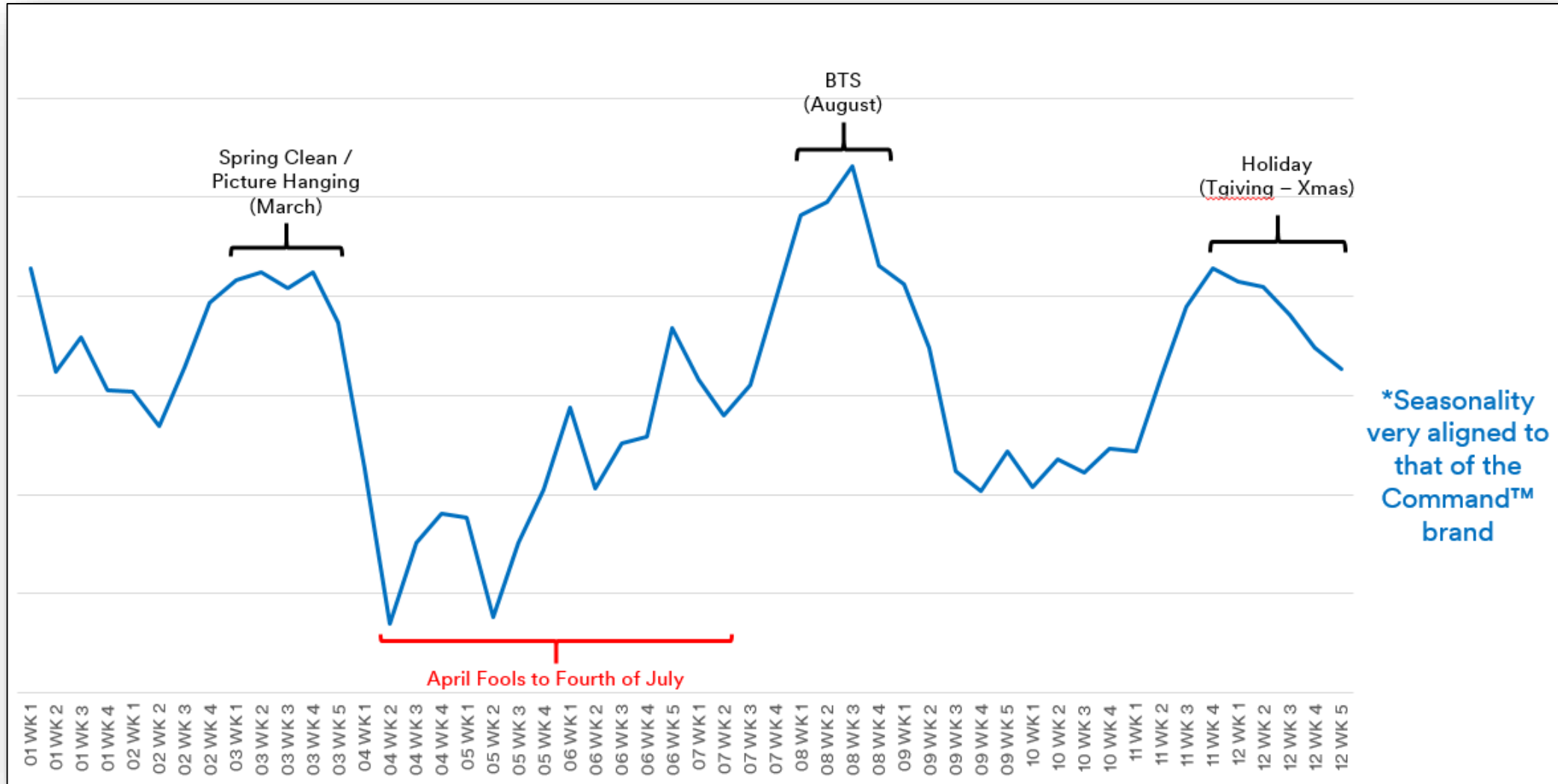
Total Market Growth 17% YOY



% Household Penetration: 3M Scotch



Seasonality of Scotch™ Surface Protection



*Seasonality very aligned to that of the Command™ brand





Marketing Assets

2021 Marketing Communications Calendar

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Mounting Tapes, Fasteners & Surface Protection

Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
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Summer Moving & Clean-up | Fall Move/BTS | Holiday Entertaining

Season / Product Support

Video & Display Ads

Updated Positioning & Packaging!

Surface Protection

Leadership Claim & New Custom Fit!

eCommerce Content & Ads

SPX+

2X Lasts 2X Longer

Recyclable Dual Lock™ Technology

Scotch-MOUNT™ Mounting Tape

GEORGE TO THE RESCUE NBC

The Most Trusted Brand for Felt Pads™

Scotch™ Felt Pads

NBC GTTR Scotch-Mount MT & Custom Fit Felt Pads Essential Videos

3M ESSENTIALS

Always On

Search, SEO & Reviews

Appearances in everyday need states & usage occasions

SEM / SEO – Brand, Product & How-To Content

Ratings & Reviews

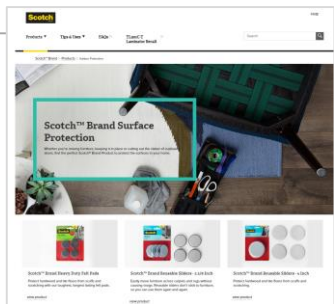
Scotchbrand.com

Sales Support – Content, Literature & In-Store Merchandising

Google

Scotchbrand.com, email, paid search, social media aligned with Scotch™ Brand strategy


Facebook, Twitter, Pinterest, YouTube, Instagram

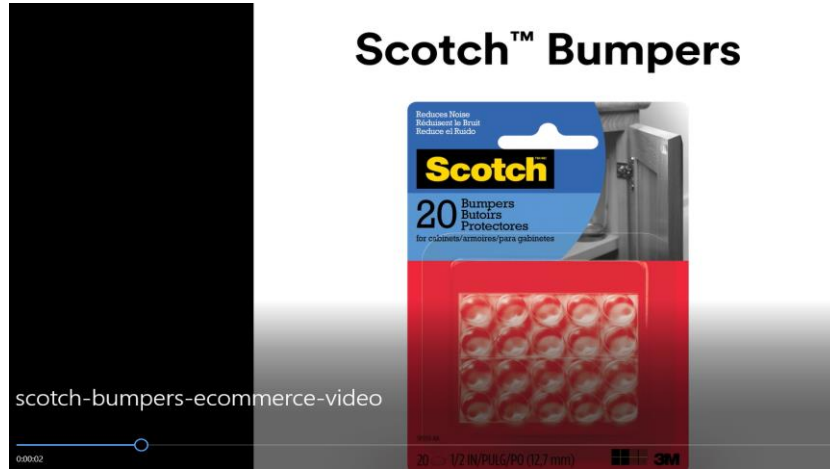


Updated Brochures & Photography – Home/Office, Scotch One

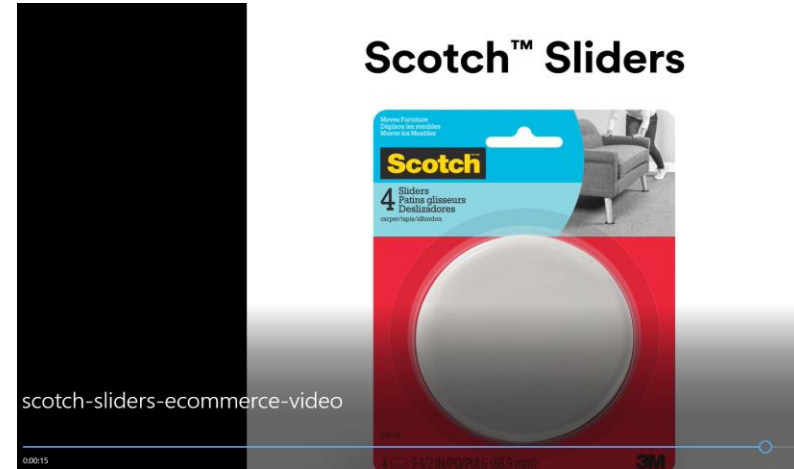




 Scotch™ Felt Pads Video - 15 seconds



 Scotch™ Bumpers Video



 Scotch™ Sliders Video

Promotional Videos



Scotch™ Surface Protection Products Video




Scotch™ Custom Fit Felt Pads Video




Scotch™ Gripping Pads Video

Banner Ads




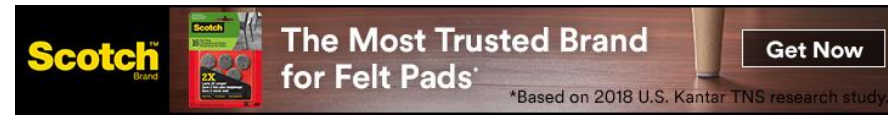
 160x600




 300x600




 320x50



 728x90



 300x250

Banner Ads



320x50



728x90



640x480



300x250




640x480



300x250

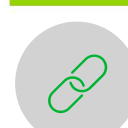


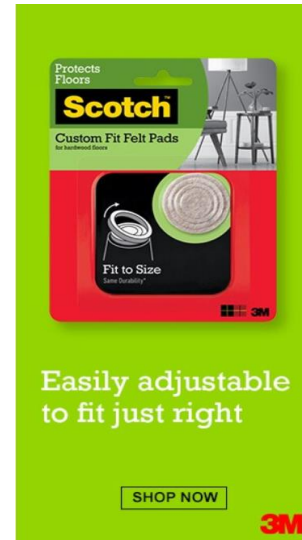
 160x600

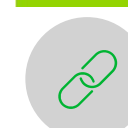


 160x600



 300x600



 300x600



Digital Toolkit

Thank you!!