



# Floors and pavement graphics

From dull and boring, to powerful  
and exciting. In one easy step.

- Effective premium and promotional graphics
- For floors and pavements
- Non-slip overlamine
- Suitable for most surfaces

## Graphics for floors and pavements

3M graphics for floors and pavements provide advertisers with an opportunity to breakthrough the clutter and effectively promote their message with high quality, highly durable images.

Floors offer a huge advertising potential. Floor graphics can direct customers straight to your product or sales promotion. At the checkout, they can make last-minute impulse purchases happen. If you simply want to reinforce your brand, they'll do that too – in style.

From simple text messages to eye-catching 3D-effect visuals, it's the sheer versatility that make them so appealing. And so effective. Floor and pavement graphics don't have to be restricted to retailers. Use floor graphics to set the scene in: theatre and cinema foyers, exhibition stands, theme parks and museums.



## Suitable application surfaces

**For floors:** wood, laminates, tiles, marble

**For pavements:** concrete, pavers, asphalt

- Any image, any effect for short-term promotional graphics
- Virtually any size and shape
- Create striking 3D effects for interior floor graphics
- Safe non-slip



## Base films and compatible overlaminates

Print technology	Base film	Overlamine
<b>Floor graphics – durability 6-12 months depending on level of foot traffic</b>		
Screen and ink jet printable	3M <sup>™</sup> Scotchcal <sup>™</sup> Graphic Marking Films IJ40-10, IJ40-10R, IJ40-114, IJ40-124R, and 3M <sup>™</sup> Controltac <sup>™</sup> Graphic Films 40C-10, IJ40C-10R, 40C-20, 40C-20R	3M <sup>™</sup> Scotchcal <sup>™</sup> Luster Overlamine 3645
<b>Floor graphics – durability 30 days</b>		
Screen and ink jet printable	3M <sup>™</sup> Scotchcal <sup>™</sup> Graphic Films IJ25-10R and IJ25-20R-20R	3M <sup>™</sup> Scotchcal <sup>™</sup> Matte Overlamine 3649
<b>Pavement graphic – durability 3 months</b>		
Screen print	3M <sup>™</sup> Scotchcal <sup>™</sup> Graphic Film for Pavement Graphics 3662-10	3M <sup>™</sup> Scotchcal <sup>™</sup> Matte Overlamine 3647



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