

The new write idea



“ express
comment doodle project teach
erase ”

A decorative graphic consisting of two horizontal bars. The top bar is a light teal color and spans the width of the page. The bottom bar is a darker green color and is positioned below the teal bar, starting from the right side of the teal bar and extending to the right edge of the page.

When ideas drive business, you need a solution with the write idea.

Presenting 3M Writing Surface Films, the ready-to-go solution that transforms any surface into an instant idea board.

Walls, partitions, table-tops, pillars doors – go ahead and use them as a starting point for your next big idea. Available in white, coloured, custom template in fixed and flexible sizes or custom cuts for markers or chalk, 3M Writing Surface Films are a no-mess, minimum fuss installation.

Your ideas are out of the box. So why confine the space you can generate them on? Break-free, be inspired. Research shows human spatial memory trumps our short term memory any day. Which is why instant, anywhere writable surfaces that double as note makers, go-back-to drawing board spaces or just a look up, make perfect sense to today's businesses.

3M Writing Surface Films
a canvas as large as your next big idea



“

Write, write
and write on...



WH-111 is the purpose-built write-only film for flat surfaces.

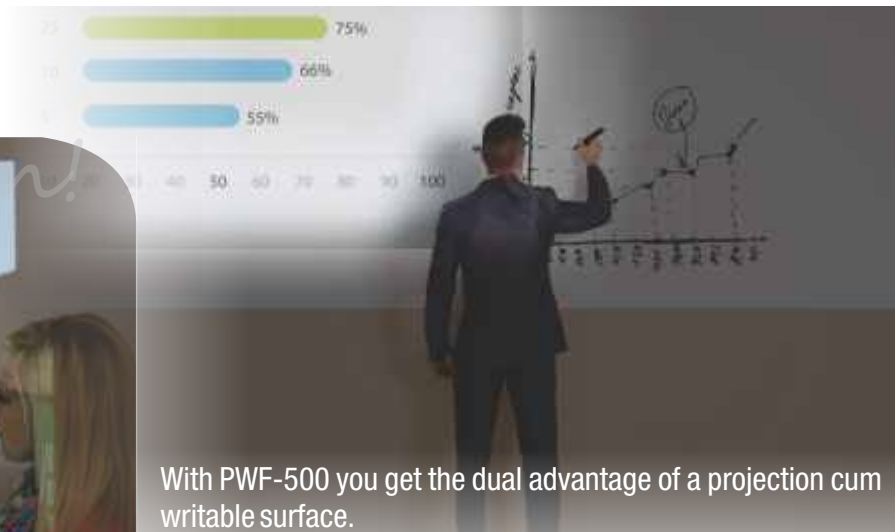
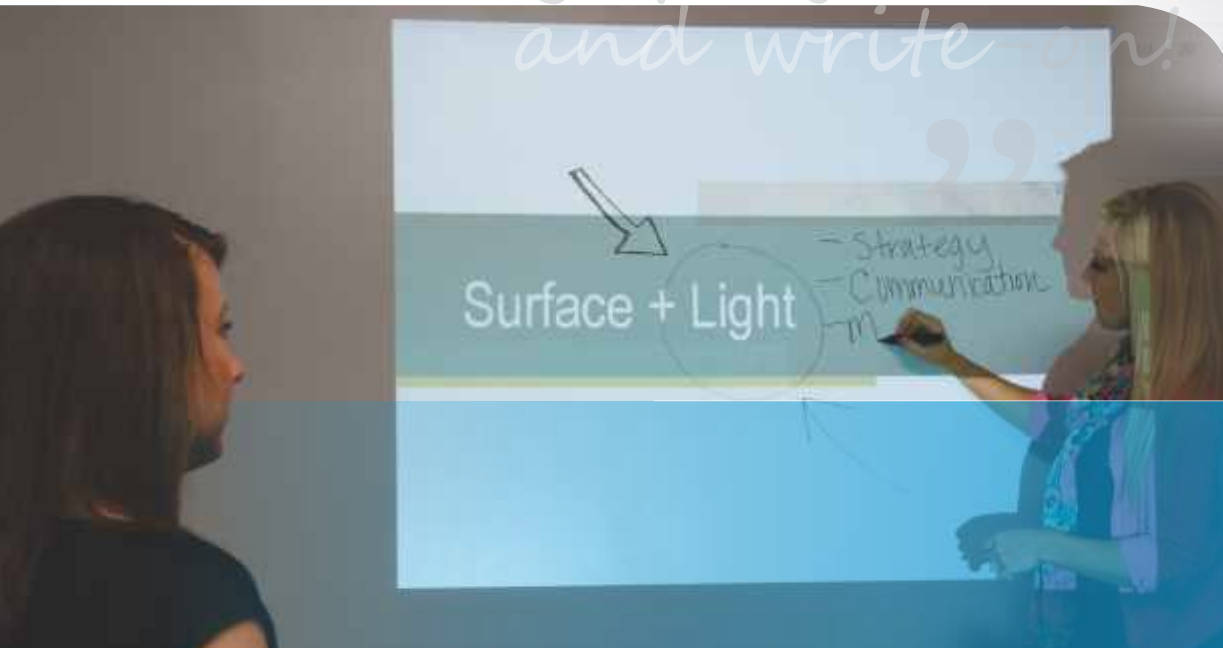
Unlike conventional writing boards, WH-111 aids in smoother writing and better contrast. Ready-to-use from the moment of installation, WH-111 an ideal choice for refurbishment (over existing white boards, worn out surfaces or even to add extra writing space).

Available in white, glossy finish, WH-111 can be used in rectangular and square shapes.

WH-111 White Board Film

Film	Purpose	Pens	Erasability	Colour/Customise	Appearance	Installation Surface	Shape
WH-111	Write Only	Whiteboard Marker Only	Sponge Eraser	White	Gloss	Smooth & Flat	Rectangle

Finally, project
and write-on!



With PWF-500 you get the dual advantage of a projection cum writable surface.

This no-glare matte film helps add an extra dimension to presentations, when you need to write, highlight or even revise on the go. PWF-500 goes well on slight curves and can be custom cut for special applications.

PWF-500 Projection cum Writing Film

Film	Purpose	Pens	Erasability	Colour/Customise	Appearance	Installation Surface	Shape
PWF-500	Write and Project	Whiteboard Marker Only	Sponge Eraser	White	Matte	Flat and Slightly Curved	Custom Shapes

“ Goodbye painted
chalkboards



Say goodbye to inconsistent prepared and painted chalkboard surfaces. No mess, no fuss, no waiting - cut, paste and you are ready to go.

Chalkboard has never been so easy or so flexible that you can cover entire walls. With the PS Series you get a consistent, durable surface that will not warp or chip and does away with chalk screeching.

Colours Available



PS Series

Film	Purpose	Pens	Erasability	Colour/Customise	Appearance	Installation Surface	Shape
PS Series	Writing	Dust-free Chalk Only	Sponge Eraser, Wet Cloth, Felt Eraser	Black (504), Grey (949), Burgundy (151), Blue (140), Purple (1457), Brown (292), Orange (141)	Matte	Flat and Slightly Curved	Custom Shapes

As unique
as you



Finally, a writing surface as unique as you. The Custom Writing Surface films offer the ultimate space for expression.

Match colour to your identity or house colours. Use pre-printed templates for added convenience (ruled lines, excel matrix, etc.).

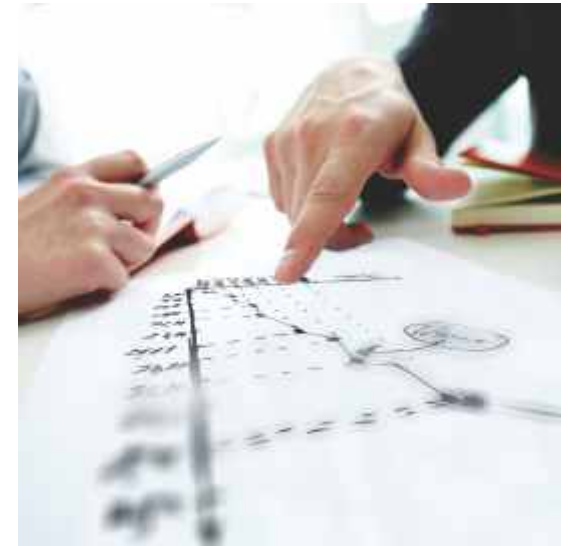
Custom Writing Surfaces

Film	Purpose	Pens	Erasability	Colour/Customise	Appearance	Installation Surface	Shape
Custom Writing Surface	Write Only	Whiteboard Marker Only	3M™ Eraser Dry or Wet Erase	Custom Colour Template or Branding	LGS: Low Glare, Matte HGS: High Gloss	Smooth & Flat	Rectangle

Usage Ideas



Meeting Rooms | Board Rooms | Training Rooms | Class Rooms | Break-out Areas | Cafeteria | Restaurants | Kids Rooms | Workstations



3M Writing Surface Films

a host of advantages over current solutions



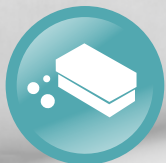
Light Weight

Conventional writing surfaces are heavy and require additional support framework. 3M Writing Surfaces are a light weight alternative that can be installed without extra support, even on gypsum partitions



Can be applied on glass

You can easily convert a glass partition into a 3M Writing Surface.



Superior dry erase performance

The dry erase performance of 3M Writing surfaces is superior when compared to any other film. Use the 3M suggested eraser for best results.



No Warping or Bending

When applied directly on a gypsum or a laminated surface, you can be assured that your writing surface will not bend or warp.



Unbreakable

Unlike glass, that is often being used as a writing surface, 3M Writing Surfaces will not crack, shatter or break.



Avoid shadows, inconsistent contrast & ink bleeding

When you write on a smooth, transparent surface like back-painted glass you cannot ignore the shadows.

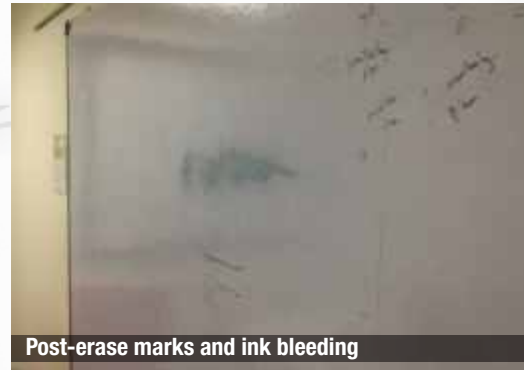


Shadows on glass

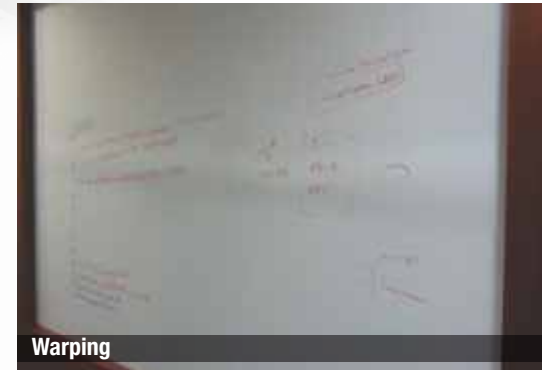


3M Film: High Contrast

Glass: Low Contrast



Post-erase marks and ink bleeding



Warping

Refurbishment

Quick, Easy & Mess-free Refurbishment of Writing Boards



3M Writing Surfaces provide the ideal refurbishment solution for existing writing boards that have served their time or do not perform as per expectation. The refurbishment is quick, mess-free and is ready for use within a few minutes without any carpentry or odour. This solution adds to your organization's sustainability initiatives by reusing existing boards rather than replacing them.

In case of damaged or warped surfaces, You can apply 3M Writing Surfaces on a board (MDF, acrylic, etc.) and paste over the existing board with the appropriate fixing mechanism.

Refurbishment in an hour



Recommended Products

Sponge Eraser



Whiteboard Marker



Xylene Free Dry Erase Markers

3M Commercial Solutions Division

3M Commercial Solutions Division (CSD) brings together solutions for Graphic Markets, Cleaning & Workplace Safety and Interior Design & Architecture. Our innovation optimises the synergy between these markets and provides you the ideal blend of solutions that answer your needs.

Whether it is grabbing eyeball through branding or retail design, maintenance and safety that do not compromise on productivity, or creating a stunning ambience with minimum effort and a green touch, 3M CSD's basket of solutions solve everyday problems, everyday.

Graphic Markets	Cleaning & Workplace Safety	Interior Design & Architecture
Identity & Branding Retail Design Promotions Communication Personalization	Safety Cleaning Maintenance Productivity	Decorative Finishes Functional Finishes Day Lighting Way-finding



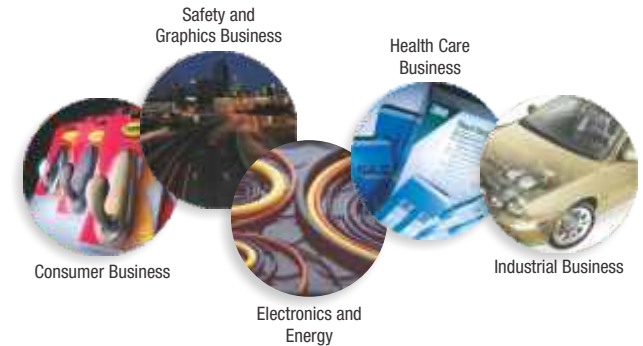
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3Mers across the planet are dedicated to improving the quality of life and the world we live in.

So you can enjoy a better day. Today, 3M is amongst the world's most reputed and respected technology companies for innovating ideas that continue to advance every company, enhance every home and improve every life.

3M is proud to be a part of a diverse and demanding India... With our exhaustive range of innovative solutions. 3M India, head quartered at Bangalore, delivers over 5,000 proven solutions to varied markets across the nation. Our Innovation Centers (at Electronics City, Bangalore and Gurgaon), grant customers direct access to utilize our expertise in meeting particular challenges. And play a pivotal role in localizing global solutions. Also, our manufacturing facilities at Bangalore, Ahmedabad, Pune and Pondicherry complement this rapidly growing market.

3M Authorised Dealer

