



3M™ MCS™ Warranty

3M Performance  
Guarantee

3M Basic Product  
Warranty

**ROCK  
SOLID**

3M Product  
Warranties

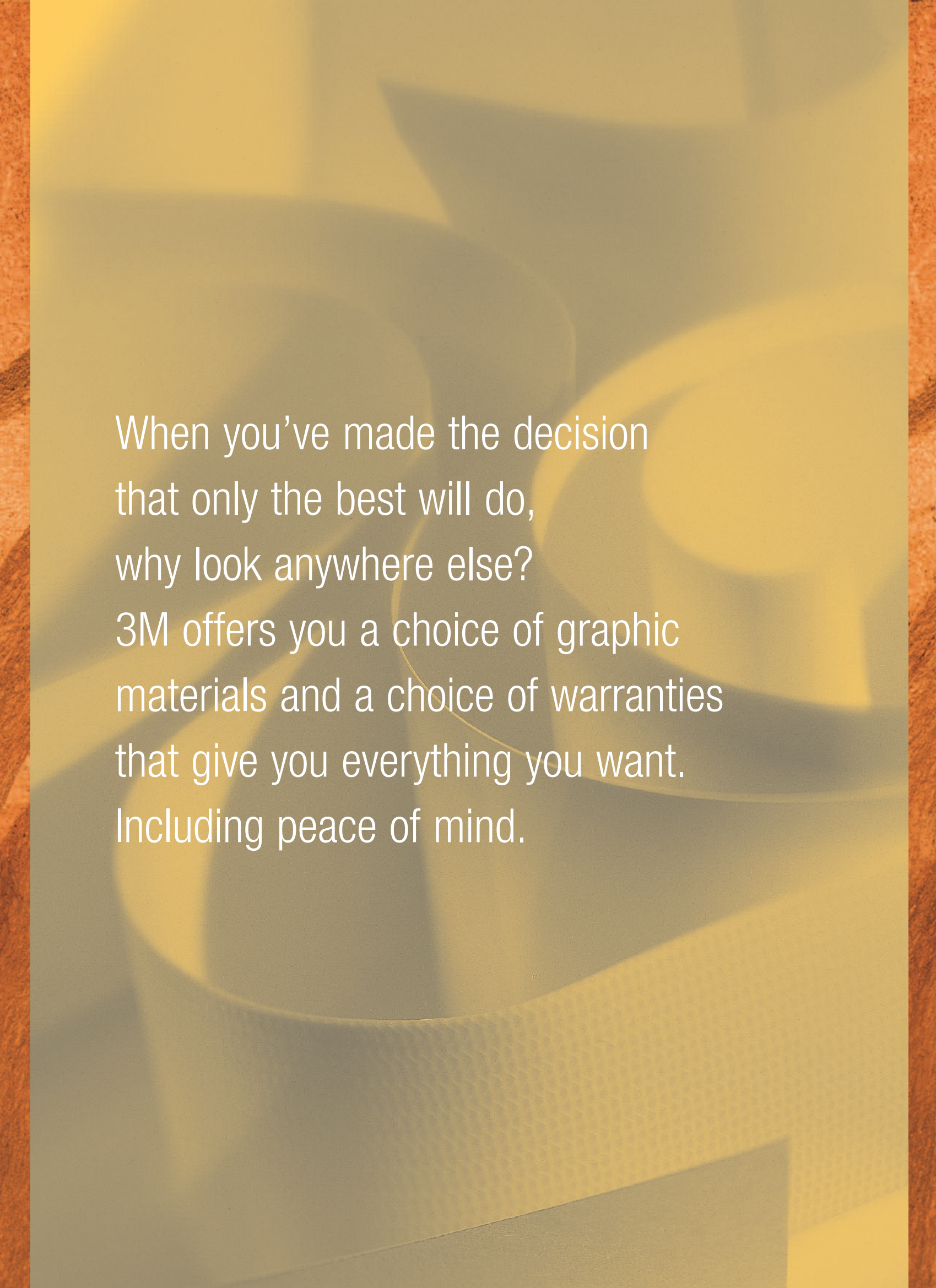
It's your choice for peace of mind.

**3M**

# Graphics Market Center Warranties At A Glance

Choose the warranty that meets your graphic needs	<b>3M Basic Product Warranty</b>	<b>3M Performance Guarantee</b>	<b>3M™ MCS™ Warranty</b>
3M warrants the following for	3M Graphic Materials	3M Graphic Film and Qualified Inks	Finished Graphics made with 3M Film or Substrates 3M Inks 3M Graphic Protection
<b>Physical product defects</b>	✓	✓	✓
<b>Manufacturing defects</b>	✓	✓	✓
<b>Printing and cutting defects</b>		✓	✓
<b>Warranted durability</b>		✓	✓
<b>Fitness for use</b>		✓	✓
<b>Adhesion to specified substrates</b>		✓	✓
<b>Removal</b>		✓	✓
<b>Ink performance</b>			✓
<b>Finished graphic appearance</b>			✓
<b>Labor</b> (for selected films and applications)			✓
<b>Awning and Sign Facing provisions</b> (seam/splice failure, blowout, mildewing, wicking)			✓

Please refer to the full text for each warranty in the Graphics Market Center Warranties Brochure. The terms, conditions, limitations and remedies of all warranties are contingent upon using the product as described in the applicable 3M Product and Instruction Bulletins. 3M Product Bulletins include durability statements and may include limitations specific to the product(s) being used or its intended applications, which takes precedence over any statement made in the Warranty Brochure. Bulletins may be obtained at [www.3M.com/graphics](http://www.3M.com/graphics).



When you've made the decision  
that only the best will do,  
why look anywhere else?  
3M offers you a choice of graphic  
materials and a choice of warranties  
that give you everything you want.  
Including peace of mind.

Need a good solid foundation? 3M's Basic Product Warranty gives you that with the assurance that you are getting what you pay for. By itself, it's just enough protection for many short-term promotional graphics where warranted finished graphics and durability aren't specified.

# 3M Basic Product Warranty

## What 3M Warrants for 3M Graphic Materials

### Individual Product Limited Warranty

3M warrants to the Distributor, Graphics Manufacturer and End User that each 3M product will be free of the defects listed below and manufactured to the specifications described in the applicable Product Bulletin in effect at the time of purchase.

### Defect Coverage

- **Physical Defects.** Defects incurred during manufacturing, packaging or shipment.
- **Manufacturing Defects.** Visual and adhesive defects.

### Warranty Limitations

These limitations apply when the Basic Product Warranty is the only warranty offered, and are due to factors over which 3M has no control, including the wide variety of printing and manufacturing methods that may be employed, and the impact of such on adhesion.

- **Fitness for Use Limitation.** 3M may recommend but does not warrant fitness for any particular use.
- **Printing Limitation.** No warranty for satisfactory printability, including but not limited to color fidelity or density, is given.

- **Adhesion Limitation.** No warranty for adhesion is given.
- **Durability Limitation.** No warranty for durability is given.

### Remedies and Limitation of Liability

3M's sole liability under the terms of the Basic Product Warranty is replacement or credit for the returned, unused material.

3M may request samples of the defective materials.

Require a little more muscle? Take a step up to the 3M Performance Guarantee when you need media, printers and inks guaranteed to work together with optimized performance, guaranteed durability and good adhesive and application characteristics. Available for 3M film imaged on an ever-broadening range of platforms.

# 3M Performance Guarantee

## What 3M Warrants for 3M Graphic Film Used with Qualified Inks

### Individual Product Limited Warranty

In addition to the Basic Product Warranty, 3M warrants that when the product is used according to 3M's written guidelines, it will be suitable for the recommended types of graphics and end uses, and will perform satisfactorily for the warranted durability period as stated in the applicable 3M Product Bulletin in effect at the time of purchase.

### Definitions

- **Removable Film.** A film described by 3M as "removable" can be removed with heat and/or chemicals within the warranted durability period and leaves thirty percent (30%) or less adhesive residue.
- **Changeable Film.** A film described by 3M as "changeable" can be removed without heat or chemicals within the warranted durability period and leaves little or no adhesive residue.

### Defect Coverage for all 3M Graphic Films

- **Physical Defects.** Defects incurred during manufacturing, packaging or shipment.
- **Manufacturing Defects.** Visual and adhesive defects and defects that prevent using the product as described in its Product Bulletin, including adhesion to the recommended substrates and removal when using removable or changeable film.
- **Printing Defects.** Artifacts or misprints that occur when printing on specified 3M graphic films using the 3M-qualified printers and inks.

### Warranty Limitations

These limitations apply when the Performance Guarantee is the only warranty offered, and are due to factors over which 3M has no control, including the wide variety of printing and manufacturing methods that may be employed.

- **Fitness for Use Limitation.** 3M makes no claim for fitness of use other than those described in the applicable Product Bulletin in effect at the time of the product purchase.
- **Ink Performance Limitation.** 3M does not warrant the finished graphic, which includes performance issues related to appearance such as image fade, cracking, peeling or any other issues associated with the printing ink.

### Remedies and Limitation of Liability

3M's sole liability under the terms of the Performance Guarantee is replacement or credit for the defective 3M products for the warranted durability of the product.

3M may request samples of the failure.

Want to really stand out at the top? The 3M™ MCS™ Warranty—the first and still strongest finished graphics warranty in the industry—gives peace of mind to discriminating users that require optimum performance for the intended life of the graphic.

# 3M™ MCS™ Warranty

## What 3M Warrants for Finished Graphics Using All 3M Components

### Individual Product Limited Warranty

In addition to the Basic Product Warranty, 3M warrants that when the product is used according to the 3M's written instructions, it will be suitable for the recommended types of graphics and end uses, and will perform satisfactorily for the warranted durability period as stated in the applicable 3M Product Bulletins in effect at the time of the product purchase.

### Finished Graphic Limited Warranty

3M further warrants to the End User that when graphics are made using exclusively 3M graphics products, 3M will honor all warranties extended to the Distributor or Graphics Manufacturer who sold or produced the graphics as described in the applicable 3M Product and Instruction Bulletins in effect at the time of the product purchase.

### Definitions

- **Removable Film.** A film described by 3M as "removable" can be removed with heat and/or chemicals within the warranted durability period and leaves thirty percent (30%) or less adhesive residue.
- **Changeable Film.** A film described by 3M as "changeable" can be removed without heat or chemicals within the warranted durability period and leaves little or no adhesive residue.
- **Fleet Vehicle.** Fleet vehicles are commercial straight trucks and trailers, but not vans, buses, recreational vehicles or automobiles.

### Defect Coverage for All 3M Graphic Products

- **Physical Defects.** Defects incurred during manufacturing, packaging or shipment.
- **Manufacturing Defects.** Visual and adhesive defects and defects that prevent using the product as described in the applicable Product Bulletin, including adhesion to the recommended substrates.
- **Printing and Cutting Defects.** Defects incurred when using the 3M inks or toners, printers and/or cutting equipment.
- **Finished Graphic Appearance Defects.** Defects such as excessive fading, discoloration (including those due to mildew or wicking on flexible substrates), cracking, crazing, peeling, gloss changes, blistering, excessive dimensional change or loss of adhesion or reflectivity that makes the graphic visually unsuitable for its intended purpose when viewed with the intended lighting, angle and distance for such a graphic, as determined by customary industry practice.

### Additional Defect Coverage for 3M™ Panaflex™ Awning and Sign Facing Material

- **Seam or Splice Failure.** When using a reliable, professional hardware system that is specifically designed for mounting flexible sign materials that meets local, state and national codes, is properly designed and the awning or sign is installed by a professional sign installer, 3M warrants that awning or sign face seams or splices made by 3M or its approved fabricators will not separate, the facing will not delaminate, applied 3M graphics will not have excessive cracking or peeling, and awnings and sign faces will not excessively stretch, wrinkle or sag for the warranted durability period.

- **Blowout.** An internally-illuminated sign face up to 625 square feet (56.25 square meters) will not be damaged by winds up to the velocities that the sign cabinet is designed to withstand. Blowout is defined as the failure of a seam or splice, tearing of the facing, or separation of a sign face from its cabinet due to wind pressure that does not affect the display cabinet or structure when 3M recommended installation procedures are followed.
- **Mildewing.** These materials will not promote mildew growth, and any such growth will be non-invasive and cleanable by following the 3M-recommended cleaning instructions.
- **Wicking.** These materials will resist wicking, which is the absorption of dirt and contaminants by the internal reinforcing fabric.

### Warranty Limitations

- **Defined End Uses Limitation.** This warranty only applies to graphic products that are used by knowledgeable and skilled graphics manufacturers and installers for the end uses and in the combinations described in the applicable 3M Product and Instruction Bulletins. For any other use, the user is responsible for determining the suitability of the product and for any and all risk or liability associated with that use or application.
- **Product Misuse Limitation.** This warranty does not cover graphic products or finished graphics that are modified or damaged through improper storage, misuse, abuse, accident, vandalism, neglect or mishandling of processed or unprocessed products by any person.
- **Glass Breakage Limitation.** This warranty does not cover glass breakage.

- **Adhesion to Application Surfaces Limitation.** This warranty does not cover the graphic or damage to the substrate because the layers of the substrate separate due to a lower bond between those layers than the bond between the graphic and the top layer of the substrate.
- **Weathering Effects Limitation.** Some degradation of materials and graphics over time is considered normal wear. 3M warrants that at the end of the warranty period, the graphics will be in commercially-acceptable service condition from normal viewing distances and the 3M graphic products will retain their stated properties.

## Remedies and Limitation of Liability

- **Materials.** For any 3M graphic product that does not meet the above warranty terms (for approved warranty claims), upon timely notification, 3M's sole responsibility, and the Distributor, Graphics Manufacturer and End User's exclusive remedy shall be at 3M's option: (A) Credit the full purchase price of all 3M materials used to produce the graphic; or (B) Replace all 3M materials consumed in the manufacture of the graphics.
- **No Extension of Warranty.** In the case of an approved warranty claim, the replacement graphic or materials carry only the remaining term of the original graphic or materials' warranty period as stated in the applicable 3M Product Bulletin.
- **Fleet Labor Reimbursement Remedy for Approved Warranty Claims.** For a limited number of products and fleet applications as stated in specific individual 3M Product Bulletins, 3M will reimburse a reasonable portion of the direct labor costs to remove, remake and reapply fleet graphics for approved warranty claims.
- **Van, Bus, Recreational Vehicle and Automobile ("Vehicle") Paint Refurbishing Reimbursement Remedy for Approved Warranty Claims.** For vehicle graphics made using exclusively 3M-recommended removable or changeable films, products and procedures, 3M will pay a portion of the reasonable costs of refurbishing painted surfaces when the vehicle surface is damaged during film removal for approved warranty claims. 3M's coverage will not exceed two times (2X) the cost of materials used to mark an individual vehicle and will be limited to an annual disbursement of no more than 2% of the graphics manufacturer's total materials purchased during the calendar year for the production of vehicle graphics. This limitation applies to each manufacturer's total purchases for all locations. This amount does not accumulate and cannot be carried over to future years. Reimbursement is contingent upon the user properly inspecting, documenting and signing the Pre-Installation Inspection and Record provided in Instruction Bulletin 5.36 for each vehicle prior to graphic application.
- **All Other Applications Labor Reimbursement Remedy for Removable and Changeable Films for Approved Warranty Claims.** If the film cannot be successfully removed or an excessive amount of adhesive residue remains on the surface, 3M will reimburse the purchaser for reasonable and documented additional costs over and above normal removal labor costs for approved warranty claims.
- **Labor and Removal Remedy Limitations.** None of the reimbursement remedies described above includes coverage for the following:
  - Labor reimbursement for graphics covered by any 3M warranty except the 3M™ MCS™ Warranty.

- Compensation for machine burden, overhead, travel, supervisions, lost profits or other consequential damages.
- Compensation for damage to the following substrates resulting from graphic removal, even when using a removable or changeable graphic film:
  - Any interior painted architectural surface (for example, walls).
  - Any surface that has a pre-existing unstable or unsound paint or surface finish.
  - Any surface that has damage, improperly repaired damage, or damage that occurs while the graphic is in use, such as holes in walls or body damage on fleet or vehicles.
- **3M™ Panaflex™ Awning and Sign Facing Materials and 3M™ Panagraphics™ Flexible Substrates Warranty Limitations.** 3M does not warrant:
  - Damage due to force majeure, such as abnormally high winds or objects being blown against the sign face.
  - Damage to an awning or sign face due to improper frame or sign cabinet construction, installation or tensioning.
  - The reapplication of new graphics to an existing awning or sign face.
  - Cleaning with a pressure washer.
  - Wicking when the material is not discolored.
  - Vandalism.



**3M™ MCS™ Warranty**

## About These Warranties

The warranties stated in this document are exclusive and are made in place of any and all express or implied warranties or conditions, including any implied warranty of merchantability or fitness for a particular purpose, or any industry practice or custom or trade usage.

The warranties and limited remedies stated in this document may not be modified except in writing and modifications must be signed by the U.S. Graphics Market Center business director. Failure to follow the instructions contained in the appropriate 3M Product and Instruction Bulletins will void all warranties and limited remedies.

EXCEPT AS SPECIFICALLY STATED IN THIS DOCUMENT, 3M SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, LOSS OF PROFITS, REVENUE OR BUSINESS) RESULTING FROM, OR IN ANY WAY RELATED TO PERFORMANCE, USE OR INABILITY TO USE ANY OF THE 3M PRODUCT OR 3M GRAPHICS MARKET CENTER PRODUCTS. This limitation applies regardless of the legal theory upon which damages are sought.

### Graphics Market Center Claim Procedure

#### End Users

Contact your graphics manufacturer who may submit a claim on your behalf.

#### Distributors and Graphics Manufacturers

If you purchase direct from 3M, the required method for initiating a claim is to use the on-line product quality complaint form, which provides complete details. Go to [www.scotchprint.com/qualitydirect](http://www.scotchprint.com/qualitydirect) or call toll-free, 1-800-511-3705 in the U.S. To be eligible for adjustment, 3M must receive notice within sixty (60) days after the reason for the claim was discovered.

### Additional Resources

These information sources are available on our Web site at [www.3M.com/graphics](http://www.3M.com/graphics).

- Product Bulletins
- Instruction Bulletins
- Platform-specific Warranty Matrices
- Graphics Market Center Warranties Brochure

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#### Graphics Market Center

3M Center, Building 0220-12-E-04  
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[www.3M.com/graphics](http://www.3M.com/graphics)  
Product Info. 1-800-328-3908

#### 3M Canada

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1-800-265-1840

#### 3M México S.A. de C.V.

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Col. Santa Fe, Del. Alvaro Obregón  
México D.F. 01210  
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