

The 3M logo is in red, followed by the tagline "Science. Applied to Life.™" in white. The background is a blurred industrial setting with a large roll of material.

**3M** Science.  
Applied to Life.™

# One topcoat. More possibilities.

3M™ Versatile Print Label Material

# Versatile

## Let the creativity flow.

The future of labels is here. More than just possibilities, 3M™ Versatile Print Label Material works with more inks on more printing presses. It is the single topcoat that lets you print every label with confidence.

- ▶ Print water-based flexographic on gloss films
- ▶ Run more jobs per batch on digital presses
- ▶ Create labels that last longer and look more vibrant than ever

From critical needs like durable protection of variable data and barcodes to customer specifications for more vibrant, brand-matched color, streamline your workflow by choosing 3M™ Versatile Print Label Material.

Versatile across these printing methods:

- ▶ Water-Based Flexographic
- ▶ UV Flexographic
- ▶ UV Digital
- ▶ Thermal Transfer
- ▶ Screen Printing



# Verified

## Trusted results on more presses.

When critical data must be readable and long-lasting, testing of 3M™ Versatile Print Label Material shows outstanding durability, so your label info will be there for the long haul.

- ▶ UL Component Recognition to UL969 labeling and Marking Standard with many ink systems and print technologies\*
- ▶ Collaboration with print press OEMs to qualify 3M™ Versatile Print Label Material on a number of presses
- ▶ Versatile topcoat has both high gloss and high surface energy compared to competitive offerings, giving strong performance

\*See UL file MH16411 in UL Product iQ™ (Certifications Search) at [ul.com](http://ul.com) for specific details.

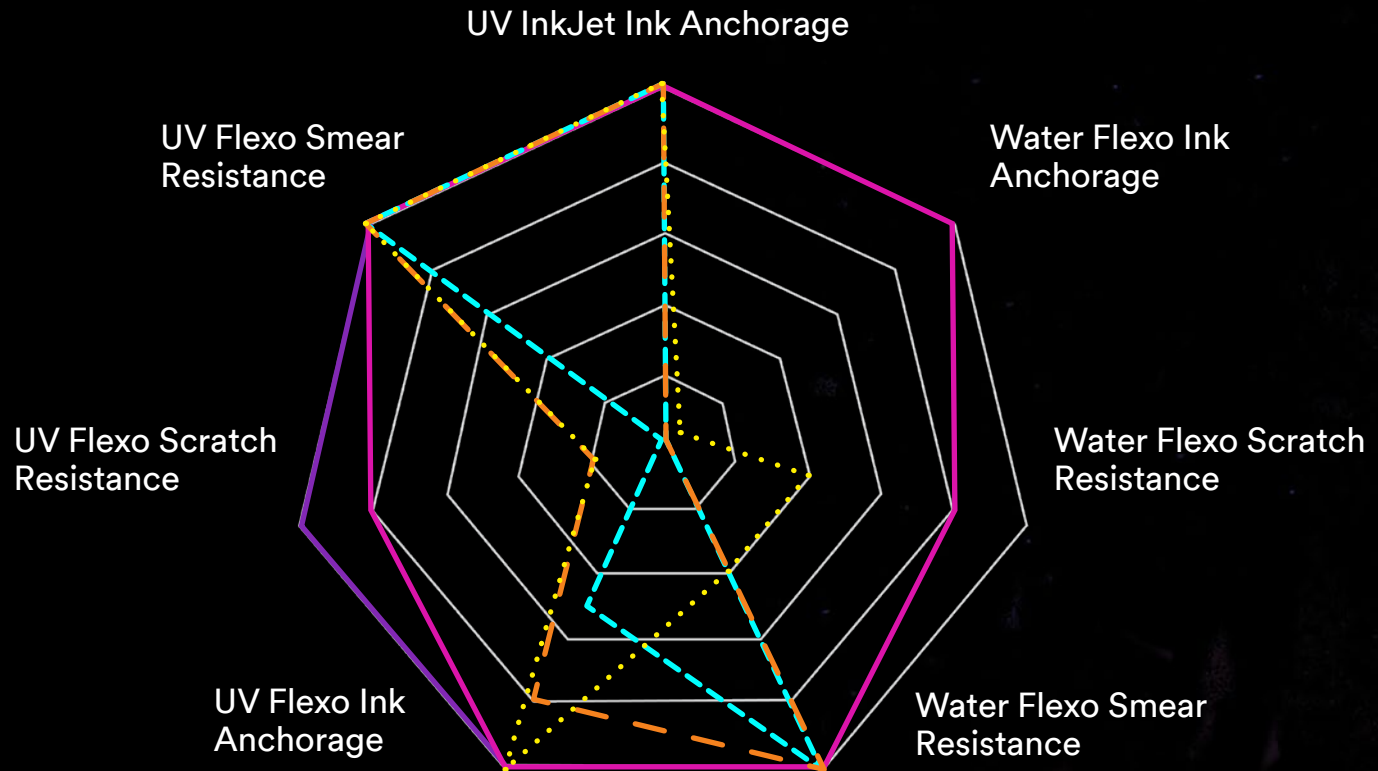


# Print performance

## Trusted materials.

3M™ Versatile Print Label Material outperforms traditional gloss PET products in key measures of print performance.

- 3M 7871V
- 3M 7908V
- ..... 3M 7871
- - - Competitor A
- - - Competitor B



Ink anchorage tested via ASTM 3359 for cross hatch adhesion using 3M™ Scotch Cellophane Film Tape 610. Scratch and smear resistance tested via industry-recognized qualitative tests using thumbnail scratch and thumb pressure smear. For more information, please contact a 3M expert at [3M.com/durablelabels](http://3M.com/durablelabels).

# Vibrant

## Stunning results.

With 3M™ Versatile Print Label Material, you have the freedom and flexibility to let your creativity flow with the topcoat that enables you to achieve the color results you are looking for.

- ▶ Streak free and crystal clear with crisp edges
- ▶ Near zero edge bleed and high image sharpness
- ▶ Create highly durable gloss labels on digital and flexo

Help your clients stand out in an increasingly competitive marketplace.



# Value

## Fluid operations.

Run after run. Printer to printer. Drop by drop. 3M™ Versatile Print Label Material provides the flexibility to use a single product for multiple print jobs.

- ▶ Estimating is streamlined — versatile topcoat performs on a variety of presses
- ▶ Multiple print jobs on a digital press switch out easily and have high image sharpness
- ▶ Improve efficiency by reducing or even eliminating pre-treatment steps

Stay on the forefront of the industry with a visionary topcoat that saves your business time and money — today and tomorrow.



# 3M innovates with you.

Support your business can count on.

Competing in a rapidly changing industry is a challenge — but you don't have to do it alone. With help from our extensive resources, global reach and local presence, 3M is here to support you with unparalleled technical expertise, quality training and customer service.

See the full portfolio at [3M.com/durablelabels](https://www.3m.com/durablelabels).

3M™ Versatile Print Label Material	Facestock	Adhesive Type	Liner Type	Adhesive Thickness
7868V	2 mil White Gloss PET	350	55# Densified Kraft	1.1 mil
7871V	2 mil White Gloss PET	350	55# Densified Kraft	1.8 mil
7908V	2 mil White Gloss PET	350	88# Densified Kraft	1.8 mil
7331V	2 mil White Gloss PET	300	55# Densified Kraft	0.8 mil
7816V	2 mil White Gloss PET	310	55# Densified Kraft	0.8 mil
7872V	2 mil Platinized Gloss PET	350	55# Densified Kraft	1.8 mil
7875V	2 mil Platinized Gloss PET	310	55# Densified Kraft	0.8 mil

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