



3M™ Envision™ Print Film 48/48C

Material	Intermediate, non-PVC polyme printing film offering great ver		Produced without chlorine, halogens and with less solvents than standard vinyl films
Thickness	80 μm		
Adhesive	Solvent acrylic, grey adhesive	Repositionable due to Controltac™ adhesive technology (48C only)	Comply™ v3 adhesive with air release channels (48C only)
Durability	Up to 5 years (unprinted)		
Printability		48C is qualified for inkjet printing IV inks, as well as UV screen printing.	
Overlaminates	3M™ Envision™ 8048G (glossy, 50 µm)	3M™ Envision™ 8050M (matte, 50 µm)	Naturally versala.
	Interior applications such as:	Exterior applications such as:	
Applications	POS AdvertisingOffice Brandingetc.	Fleet GraphicsSignsetc.	A Property of the second secon



3M™ Envision™ Print Film 48/48C: USPs

Unmatched versatility – designed for use indoors and out, for signs, walls, windows, floors, partial vehicle graphics and more

Quick and easy installation – 3M Envision 48C incorporates air release channels and slideability for time-saving installations

Fast and easy removal – unlike vinyl, which is prone to brittleness, 3M Envision 48 Series has a higher tensile strength that resists tearing, for faster, cleaner removal.

Highly durable - tougher than vinyl, and more tolerant to higher temperatures during installation and removal

Multiple product options - including permanent and removable adhesive options as well as with and without Comply™ and Controltac™ features to meet a variatey of application requirements.

Backed with 3M[™] Performance and 3M[™] MCS[™] Warranty

Greener Solution: non-PVC product without chlorine, halogenes and produced with less solvents than usual PVC-films



Product Range

• Print Film:

- 3M[™] Envision[™] Print Film 48C-20
- 3M[™] Envision[™] Print Film 48C-20R
- 3M[™] Envision[™] Print Film 48-20
- 3M[™] Envision[™] Print Film 48-20R

• Overlaminate:

- 3M[™] Envision[™] Gloss Overlaminate 8048G
- 3M™ Envision™ Matte Overlaminate 8050M

	Film & Overlaminate*	Film Type	Thickness	Removability	Adhesive Performance	Printer Compatibility
2	48C-20 & 8048G/8050M	Non PVC	80 μm(film), 50 μm (overlaminate)	Removable with Heat and/or Chemicals	Pressure-activated (slide, tack, snap up, reposition) with air release channels	Inkjet: eco-solvent, solvent, UV and Latex; Screen printing: UV
1	48C-20R & 8048G/8050M	Non PVC	80 μm(film), 50 μm (overlaminate)	Removable w/out Heat and/or Chemicals	Pressure-activated (slide, tack, snap up, reposition) with air release channels	Inkjet: eco-solvent, solvent, UV and Latex; Screen printing: UV
1	48-20 & 8048G/8050M	Non PVC	80 μm (film), 50 μm (overlaminate)	Removable with Heat and/or Chemicals	Pressure-sensitive	Inkjet: eco-solvent, solvent, UV and Latex; Screen printing: UV
1	48-20R & 8048G/8050M	Non PVC	80 μm (film), 50 μm (overlaminate)	Removable w/out Heat and/or Chemicals	Pressure-sensitive	Inkjet: eco-solvent, solvent, UV and Latex; Screen printing: UV

3M™ Envision™ Wrap Film 48/48C: Typical Applications







Offices/Point-of Sale

Fleet

Public Transportation

One feature-packed film for multiple applications.

3M™ Envision™ Print Film 48/48C: Value Proposition

	Target Audience		Core Needs / Problem / Pain / Job
То	Graphic manufacturers & signmakers	Who	Need an intermediate large format graphic film for diverse application needs (incl. signage, POS-advertising, small fleet graphics, etc.)
	Identity / Frame of Reference		
3M is	The reliable graphics industry supplier		
	Statement of Primary Differentiator		Reasons to Believe
That	<u> </u>	Recause	Reasons to Believe 3M™ Controltac™ Technology for easy repositioning
That	A range of versatile intermediate non- pvc solutions to fit their customers	Because	
	A range of versatile intermediate non-	Because	3M™ Controltac™ Technology for easy repositioning
That provides	A range of versatile intermediate non- pvc solutions to fit their customers	Because	3M™ Controltac™ Technology for easy repositioning 3M™ Comply™ Technology with air release channels

Certificates

EN 13501 - Building:

- European norm used for films that are used in interior settings, particularly with brands, supermarket chains, public authorities etc.

EN 45545 - Rail:

- European norm that is requested for public transport applications (i.e. train, tram or bus).
- Certifies Envision 48 / 8048 to be used on a wide range of trains
- Also available for the product construction with 3M Antigraffity-Laminates 8993/8995

ASTM E84:

- For interior ceiling and wall applications

British Standard Spread of Fire:

- Specifically required in the UK and customers that are headquartered in the UK

Eurolaser Certificate:

- Mostly will be used in the label application / industrial application where films are laser cut
- PVC films cannot be laser cut due to toxic fumes, making non-PVC films more attractive

The broad range of available certificates offers great opportunities for indoor and public transportation applications

Greenguard Certification

3M™ Envision Print Film 48/48C meet the criteria for Greenguard and Greenguard Gold.

What does a Greenguard Certification mean?

- GREENGUARD Certification helps buyers identify interior products and materials that have low chemical emissions, improving the quality of the air in which the products are used.
- GREENGUARD Certified products meet stringent chemical emissions requirements, such as being screened for more than 10,000 volatile organic compounds (VOCs).
- GREENGUARD gives customers confidence in product claims thanks to independent, objective review and certification by one of the most trusted safety companies in the world.
- GREENGUARD Certified products are recognized, referenced or preferred by federal purchasers, retailers, green building rating tools, and building codes around the world.
- GREENGUARD Certification verifies that a product is low-emitting, and can contribute to healthier indoor environments.
- GREENGUARD Gold Certification offers even stricter certification criteria, considers safety factors to account for sensitive individuals (such as children and the elderly), and ensures that a product is acceptable for use in environments such as schools and healthcare facilities.



GOLD



Swiss Airlines Tram

"Your next advert could appear throughout the entire line, and be "green". This was the sales argument employed by Gobet Rutschi to persuade Swiss International Airlines to go with its tram advert, using the new 3M Envision 48C-20R film for vehicle-based advertising.

The Geneva-based processor suggested 3M's new PVC-free Envision film so that Swiss could expand its approach to ecological responsibility into its advertising activities. The HP latex printing system was used to print solvent-free ink onto the film. This new film has impressed the Gobet Rutschi business: it delivers a flawless printed image and is quick and easy to apply thanks to its robust yet elastic qualities.



Click on picture to watch video

Knowledge for Health Tram

This is already the 8th year in which the "Knowledge for Health" tram can be seen traveling around Vienna, drawing people's attention to preventative care, exercise and nutrition. It features a new design every year and has won multiple national and international awards.

In 2015 the 36 meter long ambassador for health had been completely covered using printed graphics with 3M Envision Print Film 48C for the first time.



Unilever Fleet

Customer Need

Annual advertising campaign with a sustainable short term solution, fast installation for reduced down time and high quality visual appearance.

Why 3M Envision 48C

This Brand Owner uses 3M due to high level of support, speed of application as well as the ability to leverage the sustainability benefit, both internally and externally.







Interior Retail

Customer Need

Retail chain wanted to highlight their café within a large format retail store. Fire certification standards were requested.



Fitting the retail chain's sustainability efforts Envision 48 was the perfect match. Tested against EN 13501 norm, Envision 48 gave the customer the peace-of-mind solution they were looking for.







3MTM EnvisionTM Print Film 48C Naturally Versatile.