

3M Graphics Warranties

3M™ MCS™ Warranty

# Rock Solid

Your Choice For Peace Of Mind





Vehicle Wraps



Window Graphics



Wall Graphics

# 3M Reliability. Every Application. Every Film.



Commercial Wraps

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 need. Starting with peace of mind.

# 3M Graphics Warranties At A Glance

**3M™  
MCS™  
Warranty**  
for  
Finished Graphics  
made using all 3M  
Graphic Products

Coverage		
<b>Physical Defects in 3M Product</b>	Obvious damage for any reason	✓
<b>Manufacturing Defects and Ink Performance</b>	Visual defects	✓
	Adhesive defects	✓
	Adhesion failure on recommended substrates	✓
<b>Printing Defects and Ink Performance</b>	Image defects when printing	✓
	Excessive image fading	✓
	Image cracking, crazing or peeling	✓
	Blistering	✓
	Excessive dimensional change	✓
<b>Cutting Defects</b>	Clean cutting and weeding	✓
<b>Graphic Appearance</b>	As defined in Product Bulletin for 3M Products only	✓
<b>Warranty Period</b> for specific graphic constructions	As defined in base film's Product Bulletin	✓
<b>Removal</b>	Removable or changeable films do not remove as stated	✓
<b>Additional Coverage</b> for 3M™ Panaflex™ Awning and Sign Facing and 3M™ Panagraphics™ Flexible Substrates	Seam or splice failure when made as recommended	✓
	Blowout when used as recommended	✓
	Mildew	✓
	Wicking	✓



# 3M™ MCS™ Warranty

The gold standard in finished graphics warranties.

## What 3M Guarantees for Finished Graphics Made Using All 3M Graphic Products

### Individual Product Limited Warranty

3M warrants to the Distributor and Graphics Manufacturer that when the 3M Product is used according to 3M's written instructions, it will be suitable for the recommended types of graphics and end uses, and will perform satisfactorily for the Warranty Period as stated in the applicable 3M Product Bulletins in effect at the time of the Product purchase. Additional warranties, if any, offered by the Distributor are separate and exclusive from the 3M Warranty.

### Finished Product Limited Warranty

3M further warrants to the End User for whom a graphic was produced 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. Additional warranties, if any, offered by the Distributor or Graphics Manufacturer are separate and exclusive from the 3M Warranty.

### Definitions

Please see a complete list of definitions at the end of this document, which will help you understand the terms of the 3M Warranty.

### Warranty Period for Finished Graphics

The Warranty Period is the period of time during which 3M guarantees that when all 3M Products are used in a graphic construction, the graphic construction will perform as stated in the 3M Base Film or Substrate's current Product Bulletin when the 3M Products are processed, used and applied according to 3M's Product and Instruction Bulletins.

### Defect Coverage for all 3M Graphic Products

This coverage applies only when the defect results in the 3M Product not meeting the description stated in the applicable Product Bulletin and whether such defects affect the usefulness of the Graphics as determined by customary industry standards.

- **Physical Defects.** Defects incurred during manufacturing, packaging or shipment.
- **Manufacturing Defects.** Visual and adhesive defects that prevent using the 3M Product as described in the applicable Product Bulletin, including adhesion to the recommended substrates.
- **Printing and Ink Defects.** Artifacts or misprints over which the graphics manufacturer has no control when printing on 3M Graphic Film or 3M Flexible Substrate with the recommended 3M Inks or 3M Toners and related imaging equipment.
- **Cutting Defects.** Clean cutting and weeding characteristics when cut as recommended in the applicable 3M Product Bulletin.

- **Finished Graphic Appearance Defects.** Defects, including those attributed to 3M ink, such as excessive fading, discoloration, cracking, crazing, peeling, 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 standards.

### Warranty Limitations

3M Product Bulletins may include limitations specific to the 3M Product(s) being used or its intended applications, which take precedence over any statement made in this Warranty Brochure. Bulletins may be obtained at [www.3Mgraphics.com](http://www.3Mgraphics.com).

These limitations apply when the 3M™ MCS™ 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.

- **Defined End Uses Limitation.** This warranty only applies to 3M Graphics 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.

Offering peace of mind  
to discriminating users.

- **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.

- **Adhesion to Application Surfaces Limitation.**



3M™ MCS™ Warranty

- This warranty does not cover the graphic or damage to the substrate because the layers of the substrate (such as a clear coat and paint on a metal 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 3M Products and Finished 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.
  - **Printhead Limitation.** 3M does not warrant the performance of printheads. Contact the printer manufacturer for evaluation of any problem.
  - **Improper Substrate Preparation Limitation.** 3M does not warrant product failure that results from an improperly cleaned and prepared substrate.
  - **Paint Staining Limitation.** 3M does not warrant vehicle paint staining that may be visible after removing an inkjet printed graphic with an overlaminate.

- **Glass Breakage Limitation.** This warranty does not cover glass breakage.

### Special Defect Coverage and Warranty Limitations for 3M™ Panaflex™ Awning and Sign Facing Material and 3M™ Panagraphics™ Flexible Substrate

These Defect Coverages and Warranty Limitations apply only to 3M Flexible Substrates and are in addition to other Defect Coverages and Warranty Limitations described in this document.

- **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 the finished graphic will not excessively stretch, wrinkle or sag for the Warranty 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 3M Product, 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 3M Products will not promote mildew growth, and any such growth will be non-invasive and cleanable by following the 3M-recommended cleaning instructions.
- **Wicking.** These 3M Products will resist wicking, which is the absorption of dirt and contaminants by the internal reinforcing fabric.
- **Remedies and Limitations of Liability.** 3M does not warrant the following items. Also see the Warranty Limitations and Remedies and Limitations of Liability in the following section of this brochure.
  - 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 3M Product is not discolored.
  - Vandalism.

# 3M™ MCS™ Warranty

The warranty you want when  
your reputation is on the line.

## Remedies and Limitations of Liability

**3M Products.** 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 Products used to produce the graphic; or (B) Replace all 3M Products consumed in the manufacture of the graphics.

**No Extension of Warranty.** In the case of an approved warranty claim, the replacement graphic or 3M Products carry only the remaining term of the original graphic or 3M Products' Warranty Period as stated in the applicable 3M Product Bulletin.

### Special Reimbursement Remedies for Specific Approved Warranty Claims

- **Removable and Changeable Films Removal Remedy.** *Does not include Fleet Labor claims.* If the 3M Film described in the applicable 3M Product Bulletin as Removable or Changeable cannot be successfully removed or an excessive amount of adhesive residue remains on the surface exceeding the expectations set in the Base Film's Product Bulletin, 3M will reimburse the purchaser for reasonable and documented additional costs over and above normal labor costs for removal for approved warranty claims.
- **Labor Reimbursement Remedy for Straight Trucks, Semi-Tractors and Semi-Trailers Covered by the Lifetime Warranty.** This remedy is offered *exclusively* to the original graphics

purchaser with these limitations: (a) the graphics are made from one of the 3M Products listed below, and (b) applied to new Straight Trucks, Semi-Tractors and Semi-Trailers that (c) are still owned by the original graphics purchaser. The products included in this Remedy are the following 3M Films in white and selected colors as described in the applicable 3M Product Bulletin: 3M™ Controltac™ Graphic Films (with and without Comply™ Adhesive) 180, 180C, 180Cv2, 8620, 8620C, and 3M™ Scotchlite™ Reflective Graphic Film (with and without Comply™ Adhesive) 680, 680CR. For applications that meet these requirements, 3M will reimburse a reasonable portion of the direct costs, based on the pro-rated 3M Product replacement and labor reimbursement described in the Base Film's Product Bulletin, to remove, remake and reapply graphics that meet these requirements for approved warranty claims.

- **Paint Refurbishing Remedy for Commercial Vehicle and Recreational Vehicles.** *Does not include Personal Vehicles Claims.* When (a) graphics are made using exclusively 3M-recommended removable or changeable films, products and procedures, and (b) there is proof that the 3M Pre-Installation Inspection and Record (available in 3M Instruction Bulletin 5.36) was completed, including photographs of the vehicle, before the graphics were installed, 3M will pay a portion of the reasonable costs of refurbishing painted surfaces when the vehicle surface is damaged during film removal (not including damage caused by tools or chemicals) for approved warranty

claims. 3M's coverage will not exceed two times (2X) the cost of 3M Products 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 3M Products purchased during the calendar year for the production of vehicle graphics. This limitation applies to each manufacturer's total purchases for all locations. The amount of total purchases does not accumulate and cannot be carried over to future years.

### Labor Reimbursement 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, supervision, 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.



## Definitions

Adhesive	Changeable	Easily removable with no heat and no adhesive residue.
	Permanent	Not intended to be removed.
	Removable	Film is removable when heat is used within the specified time period and leaves no more than 10% adhesive residue on flat and simple curves without rivets, and no more than 30% adhesive residue on rivets and corrugations.
	Pressure Activated	Adhesive is slideable and repositionable until firm pressure is applied. NOTE: Reflective films with pressure-activated adhesive are slideable only.
	Pressure Sensitive	Adheres upon contact; is not slideable or repositionable.
<b>Base Film</b>		The 3M film or flexible substrate that is decorated with printing or other cut film to create a graphic.
<b>Exposure</b>	U.S. Vertical Exposure	The face of the graphic is $\pm 10^\circ$ from vertical.
	U.S. Non-vertical Exposure	The face of the graphic is greater than $10^\circ$ from vertical and greater than $5^\circ$ from horizontal. This includes non-vertical surfaces of vehicle wraps or fleet graphics.
	U.S. Horizontal Exposure	The face of the graphic is $\pm 5^\circ$ from horizontal.
	U.S. Desert Southwest Exposure	Any outdoor graphic exposed to solar energy more than half of the daylight hours in Arizona, New Mexico and the desert areas of California, Nevada, Utah and Texas is subject to reduced warranties. A detailed map is available at <a href="http://3Mgraphics.com">3Mgraphics.com</a> under Warranties.
<b>Finished Graphic</b>		A graphic that has been applied to the intended substrate and is considered fully finished.
<b>Graphic Construction</b>		The products used to make a graphic, which may include film and/or flexible substrate, graphic protection, ink, printer and application tape.
<b>Graphic Protection</b>		Overlaminates or clear coats used to protect the graphic and/or change gloss.
<b>Graphic Types</b> <i>as identified in Product Warranty Matrices</i>	Indoor Signs	Stationary graphics applied indoors and not exposed to the elements.
	Outdoor Signs	Stationary graphics applied outdoors and exposed to the elements.
	OEM	Labels and decorative graphics produced for and used by original equipment manufacturers.
	Vehicle	<b>Vehicle.</b> Buses, vans, passenger vehicles, delivery trucks, pickup trucks, enclosed trailers. Certain restrictions may apply as noted in the applicable Product Bulletin.
		<b>Straight Trucks, Semi-Tractors and Semi-Trailers.</b> Straight trucks, semi-tractors and semi-trailers used for commercial business purposes. Excludes air shields. May be eligible for a Lifetime Warranty.
		<b>Recreational Vehicle (RV).</b> Vehicles used for personal pleasure, such as campers, motor homes and trailers, that are not used in connection with any commercial or business enterprise.
		<b>Watercraft.</b> Boats intended for personal pleasure such as runabouts and speedboats having aluminum and/or smooth fiberglass/gel coat bodies, including boats used in fishing tournaments and off-shore racing boats, but not 1 to 3 person personal watercraft or other boats used in connection with commercial or business enterprise. 3M specifically excludes all other recreational vehicles from this definition.
		<b>Rail.</b> Rail cars and lead cars of trains, light rail and subways, but not locomotives or engines.
	Floor Graphics	Printed graphics with a slip-resistant overlamine that are applied to selected indoor floor surfaces.
	Sidewalk Signs	Printed graphics with a slip-resistant overlamine that are applied to selected outdoor pedestrian walkway surfaces.
First Surface	Film applied to a substrate so the viewer sees the film/image before the substrate.	
Second Surface	Film applied to a substrate so the viewer sees through the substrate to the film/image.	

## 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. Commercial Graphics business director. The terms, conditions, limitations and remedies of all warranties are contingent upon using the 3M Products as described in the applicable 3M Product and Instruction Bulletins. Failure to follow the instructions will void all warranties and limited remedies.

**EXCEPT AS SPECIFICALLY STATED IN THIS DOCUMENT, 3M SHALL NOT BE LIABLE FOR ANY DIRECT, 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 COMMERCIAL GRAPHICS PRODUCTS.** This limitation applies regardless of the legal theory upon which damages are sought.

## Certificate of 3M™ MCS™ Warranty

Graphics manufacturers who produce graphics made with all 3M Graphics Products, including 3M Ink purchased through a qualified 3M Distributor or 3M Printing Partner, may registered to be recognized with a Certificate of 3M™ MCS™ Warranty. This 3M recognition provides assurance to your customers of your ability to produce graphics covered by the 3M™ MCS™ Warranty. This registration and certificate is not required, however, to offer the warranty. Go to [www.3Mgraphics.com/warrantyregistration](http://www.3Mgraphics.com/warrantyregistration).

## Additional Resources

These information sources are available on our Website at [www.3Mgraphics.com](http://www.3Mgraphics.com).

- Product Bulletins
- Instruction Bulletins
- Digital Printing Warranty Matrices

This document is available as a printed brochure; please contact your 3M sales representative or customer service representative to obtain a copy.

## Commercial Graphics Claims 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.3mgraphics.com/qualitydirect](http://www.3mgraphics.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.



### Commercial Graphics Division

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Stay Informed  
[www.3m.com/in/graphics](http://www.3m.com/in/graphics)



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