

New Product Introduction: 3M™ Black Plastic Restorer

Background

- ❖ **Latest Trend:** Plastic trims are a trend in new vehicles (both regular & EV).
- ❖ **Environmental Exposure:** Exterior plastic cladding's exposure to sun, dust, rains etc results in oxidation, color fading, loss of gloss & shine.
- ❖ **Appearance:** The faded plastic trims look a mismatch to the detailed car.
- ❖ **Customer Satisfaction:** Ceramic Coated vehicles get high gloss & shine on painted surface while unpainted plastic remains dull leading to customer dissatisfaction.

Market Requirements

- Increasing trend of plastic cladding in vehicles has led to an increasing demand of a product that ensures shining & like-new plastic parts.
- Need for a coating for external unpainted plastic that compliments ceramic coating on vehicle's painted surface.

3M's Product Offering

- A product that helps restore unpainted external plastic and its rich black color.
- Long-Lasting coating of external plastic.
- Value Addition to vehicle detailing.

Product Brief

A specially formulated coating for faded unpainted exterior plastic parts of two-wheelers and four-wheelers. It creates a like-new look by helping to restore the original richness of color and finish.

Applicable on exterior unpainted plastic of 2-wheelers & 4-wheelers



Value Proposition

- ✓ Compliments Ceramic Coating's finish.
- ✓ Enhanced Customer Satisfaction with durable New-like finish .
- ✓ Serves the customer need for new gen cars with external plastic cladding for a muscular look.
- ✓ Long term savings for customers

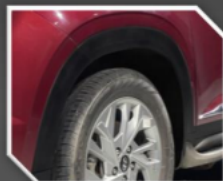
Key Attributes



Easy to Apply
& Quick-drying



Helps restore
Rich Black color



Resistant to weathering
and Water wash.

Features

- Keeps same appearance (matte finish)
- No primer (adhesion promoter) required for plastic surfaces.
- 10 to 15 micron thickness,
- > 4H hardness.
- Long-lasting coating.
- Resistant to water wash & weather wash.
- Solvent Base, Aerosol Can

Benefits

- Helps restore faded unpainted exterior plastic parts to like-new look.
- Easy to apply, quick drying coating.
- Long Lasting coating up to 6 months*

**Simulated at Lab with accelerated test method following recommended SOP.*



Competitive Advantage*

Attributes	3M™ Black Plastic Restorer	Competition T	Competition W
Applicable on	Exterior unpainted plastic	Plastics parts.	Plain plastics & Rubber
End Finish	Keeps same Appearance (matte finish)	Glossy finish	Glossy finish
Product Category	Restorer	Dresser	Dresser
Durability	Lasts up to 6 months**	Temporary Polish	Temporary Polish
Base	Solvent Base	Water Base	Solvent Base
Application	Aerosol can	Spread & Wipe	Aerosol can
Claims	Helps restore faded unpainted exterior plastic to like-new look. Resistant to weathering & water wash. Easy to apply, quick drying coating.	Protect against fading & oxidation and sun damage	Protects, maintains surfaces of plastics & lubricates rubber components