3M DI-NOC™ Architectural Finishes

New Collection 2021-2023

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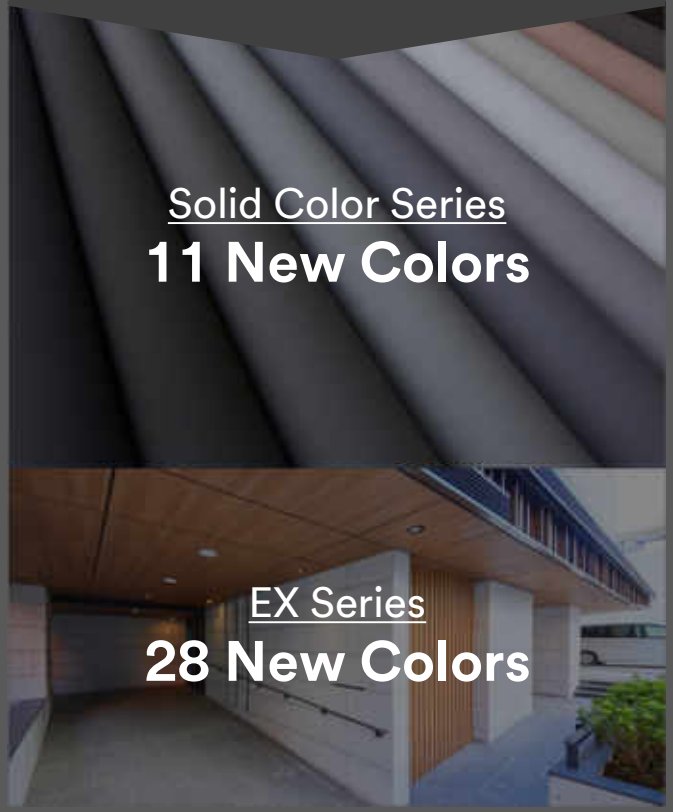
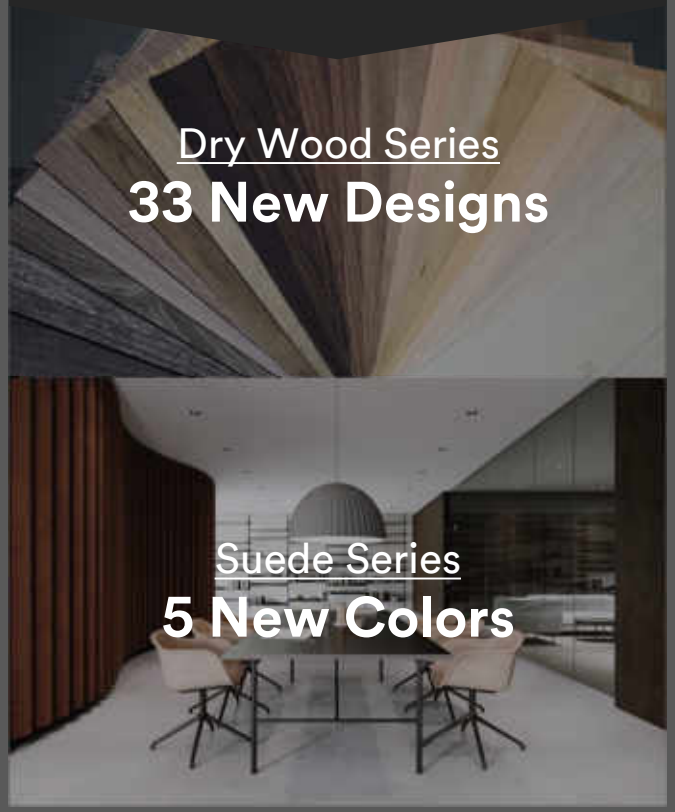
2021 New Products

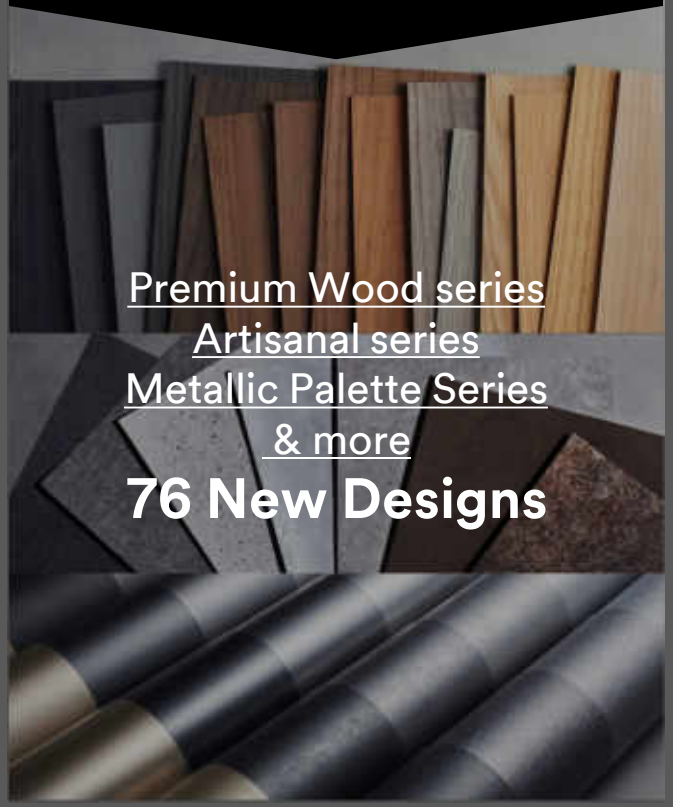
2020
Matte Solid Color & EX Series



2020
Dry Wood & Suede Series



2021
New Expression for Matte



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3M DI-NOC™ Architectural Finishes

Expansion of Designs to Meet Market Needs

Easy to Clean

Easy to clean and disinfect

Background:
Prolonged impact of Covid19 vs.
trending designs that are difficult to clean
Adoption of materials (solid wood, felt, etc.)

Porous materials such as solid wood, brick, laminated wood, and felt are difficult to clean or keep those clean, but the durable, non-porous surface of 3M™ DI-NOC™ Architectural Finishes is easy to clean and maintain.

Efficiency

Easier installation and maintenance

Background:
Shortage of skilled craftsmen
Savings in maintenance cost and time
Minimizing business interruption during refurbishment

The design of wet finishes such as mortar and stucco, which require skilled craftsmen, curing time, and hands-on maintenance after installation, can be achieved quickly and with stable quality.

Easy to Choose

Time savings for Architects and designers

Background:
Design work by remote work

The metallic palette series, which allows systematic selection of texture and color, enables more efficient design work.

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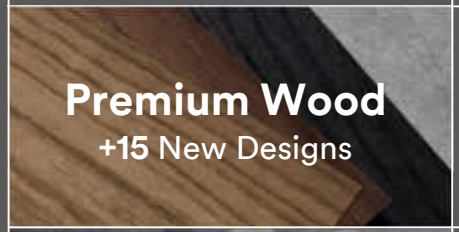
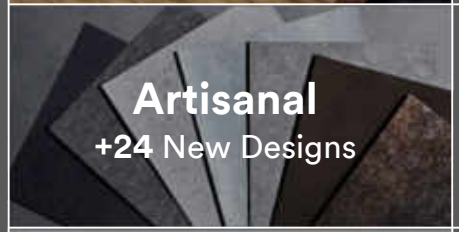
2021 New Products / Summary

	Series :	Key Message :	Note :
 **Premium Wood** **+15** New Designs	• Wood x 15	**Realer than Real**	The new Premium Wood Series expresses the realistic texture and feel of natural wood. The controlled reflection on the matte coating technology is combined with both fine and deep wood grain embossing and high-quality printing. This unique technology creates the optimum tone and texture of each species of wood.
 **Artisanal** **+24** New Designs	• Concrete, Mortar, Plaster x 8 • Ceramic, Terracotta x 4 • Stucco x 4 • Plaster over metallic foil x 2 • Oxidized Metals x 3 • Metallic Textile x 3	**Perfectly Imperfect**	This series contains plastered stucco, mortar, terra cotta, oxidized copper plates, and metal weave textiles with beautiful light reflection. These industrial material designs are primitive and hand-crafted to show a rich irregular texture that are sophisticated yet nostalgic and warm. These products eliminate the practical constraints from the use of natural materials such as the cost of skilled craftsmen, the unstable surface texture, and difficulty of maintenance.
Metallic Palette **+25** New Designs	Finish x 5 • Matte • Semi-matte • Hairline • Oxidized • Random Line × Color x 5 • Light Gray • Neutral Gray • Middle Gray • Dark Gray • Champagne Gold	**Versatile Collection**	A palette system that offers a variety of metal finishes (matte, semi-matte, hairline, oxide film, random lines) and easy-to-use colors (four grayscales plus champagne gold).The palette system allows you to systematically select the appropriate texture and color from a relative list in order to achieve a coordinated and more efficient design process. In addition, we have a lineup of products with different surface shine and very high scratch resistance, so you can make the best choice to meet your space requirements.
Others **+12** New Designs	• Felt x 2 • Chipboard x 1 • Brick x1 • Stone x 2 • (DG Series x 4) • (AR Series x 1) • (PS-MT x 1)	**Creative Freedom**	The lineup includes materials and textures that were previously difficult to use in interior finishes due to practical limitations such as non-combustibility, ease of cleaning and maintenance, durability, and weight. We have expanded the range of styling, allowing for more freedom in design. It can be used permanently, not just for temporary use.

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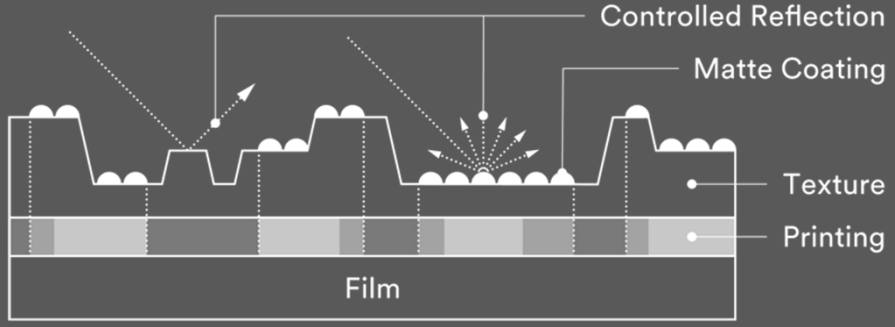
Premium Wood / +15 Designs

Catalog : **P8-9**

Key messages : **Realer than Real**

The new Premium Wood Series expresses the realistic appearance and texture of natural wood. The controlled reflection of the matte coating technology is combined with both fine and deep wood grain embossing and high-quality printing. This unique technology creates the optimum tone and texture of each species of wood.

Controlled Reflection Technology :



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3M DI-NOC™ Architectural Finishes

Premium Wood

Product number : *From the left

- PW-2319MT
- PW-2318MT
- PW-2317MT
- PW-2316MT
- PW-2314MT
- PW-2315MT
- PW-2311MT
- PW-2308MT
- PW-2312MT
- PW-2313MT
- PW-2310MT
- PW-2306MT
- PW-2309MT
- PW-2307MT
- PW-2305MT

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Artisanal / +24 Designs

Catalog : **P14-19**

Key messages : **Perfectly Imperfect**

This series contains plastered stucco, mortar, terra cotta, oxidized copper plates, and metal weave textiles with beautiful light reflection. These industrial material designs are primitive and hand-crafted to show a rich irregular texture that are sophisticated yet nostalgic and warm. These products eliminate the practical constraints from the use of natural materials such as the cost of skilled craftsmen, the unstable surface texture, and difficulty of maintenance.

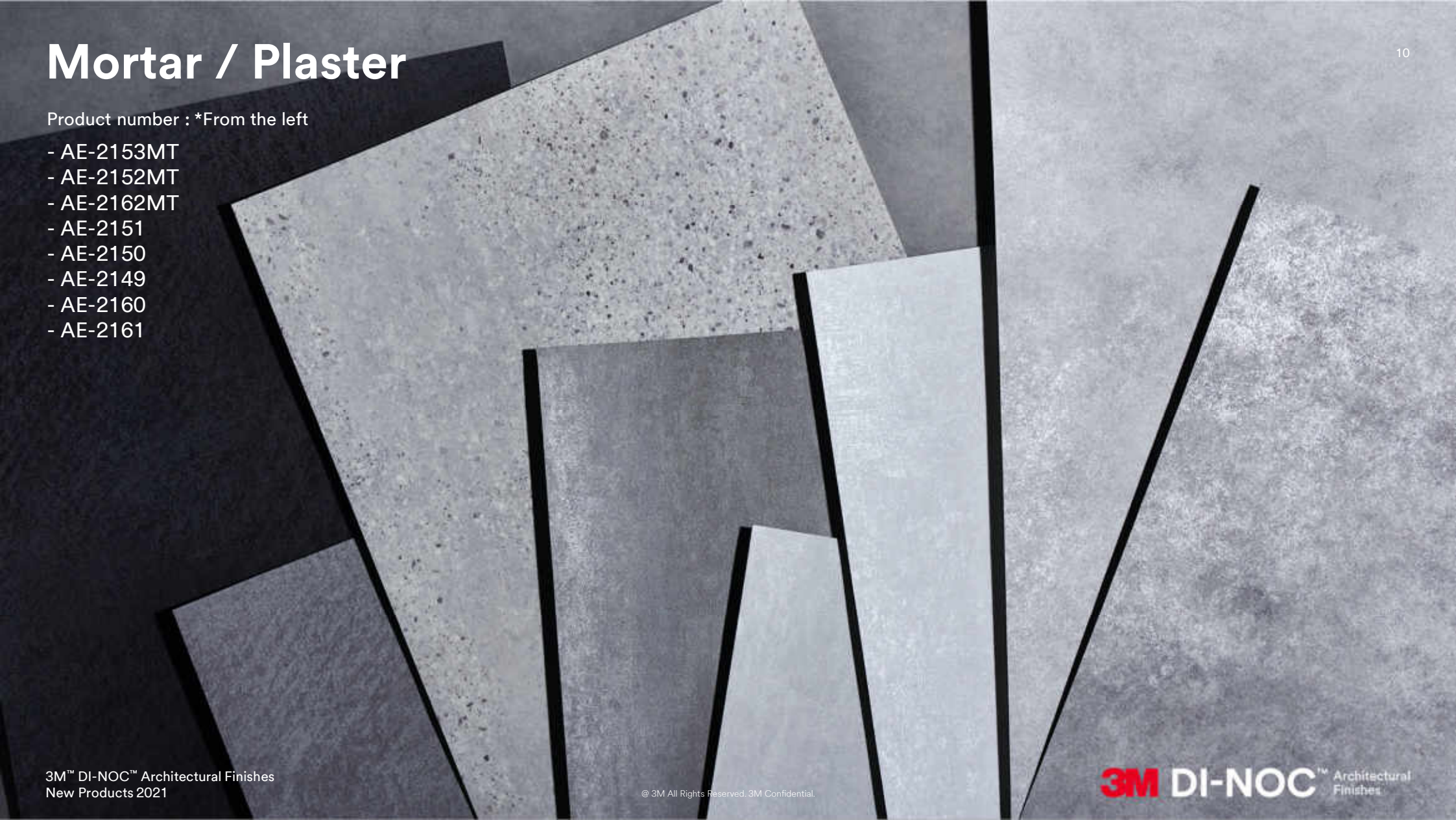
Practical Appealing Point :

- Mortar ,Plaster, Terracotta : These provide a quicker installation and a more reliable quality finish other than conventional wet finishing that requires skilled craftsmen, curing time, and maintenance.
- Oxidized Metal : This traditional material is costly, long lead time, and difficult to achieve a uniform finish, but this series can be supplied stably and is easy to clean and maintain.
- Metallic Textile : The metal-like woven design that has mixed parts of an elegant reflection and matte coating depending on the angle lighting. Recommended for use in gorgeous spaces like hotels to create a high-end sophisticated look and feel.

Mortar / Plaster

Product number : *From the left

- AE-2153MT
- AE-2152MT
- AE-2162MT
- AE-2151
- AE-2150
- AE-2149
- AE-2160
- AE-2161



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Plaster on Metal

Product number : *From the left

- AE-2154
- AE-2155

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Terracotta / Ceramic

Product number : *From the left

- AE-2167
- AE-2165
- AE-2164
- AE-2163

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Stucco

Product number : *From the left

- AE-2159
- AE-2158
- AE-2157
- AE-2156

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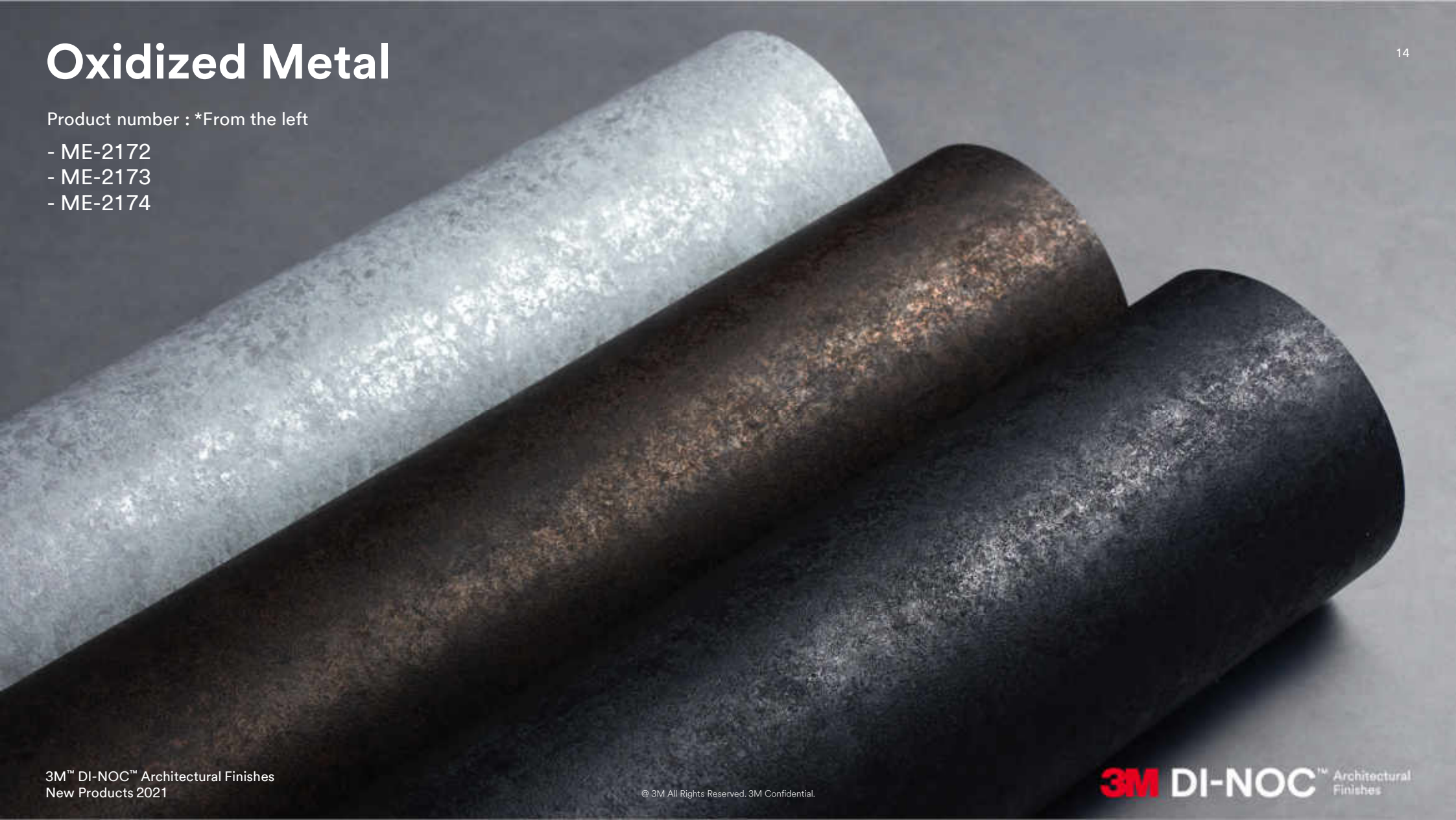
Oxidized Metal

Product number : *From the left

- ME-2172
- ME-2173
- ME-2174



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3M DI-NOC™ Architectural Finishes

Textile

Product number : *From the left

- NU-2177
- NU-2179
- NU-2178

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Metallic Palette / +25 Designs

Catalog : **P20**

Key messages : **Versatile Collection**

A palette system that offers a variety of metal finishes (matte, semi-matte, hairline, oxide film, random lines) and easy-to-use colors (four grayscales plus champagne gold).
The palette system allows you to systematically select the appropriate texture and color from a relative list in order to achieve a coordinated and more efficient design process. In addition, we have a lineup of products with different surface shine and very high scratch resistance, so you can make the best choice to meet your space requirements.

Versatile Collection

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3M DI-NOC™ Architectural Finishes

Metallic Palette

Product number : *From the left

- ME-2251MT
- ME-2262
- ME-2273
- ME-2284AR
- ME-2295AR

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3M DI-NOC™ Architectural Finishes

Metallic Palette

Product number : *From the left

- ME-2251MT
- ME-2261
- ME-2271
- ME-2281AR
- ME-2291AR

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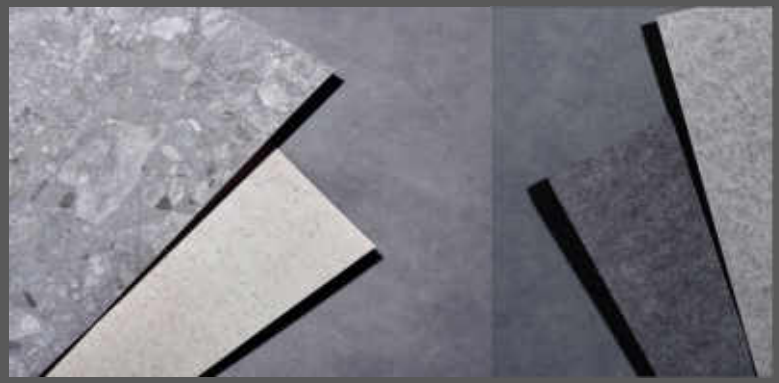
Others / +6 Designs

Catalog : **P16, 18, 23, 42**

Key messages : **Creative freedom**

The lineup includes materials and textures that were previously difficult to use in interior finishes due to practical limitations such as non-combustibility, ease of cleaning and maintenance, durability, and weight. We have expanded the range of styling, allowing for more freedom in design. It can be used permanently, not just for temporary use.



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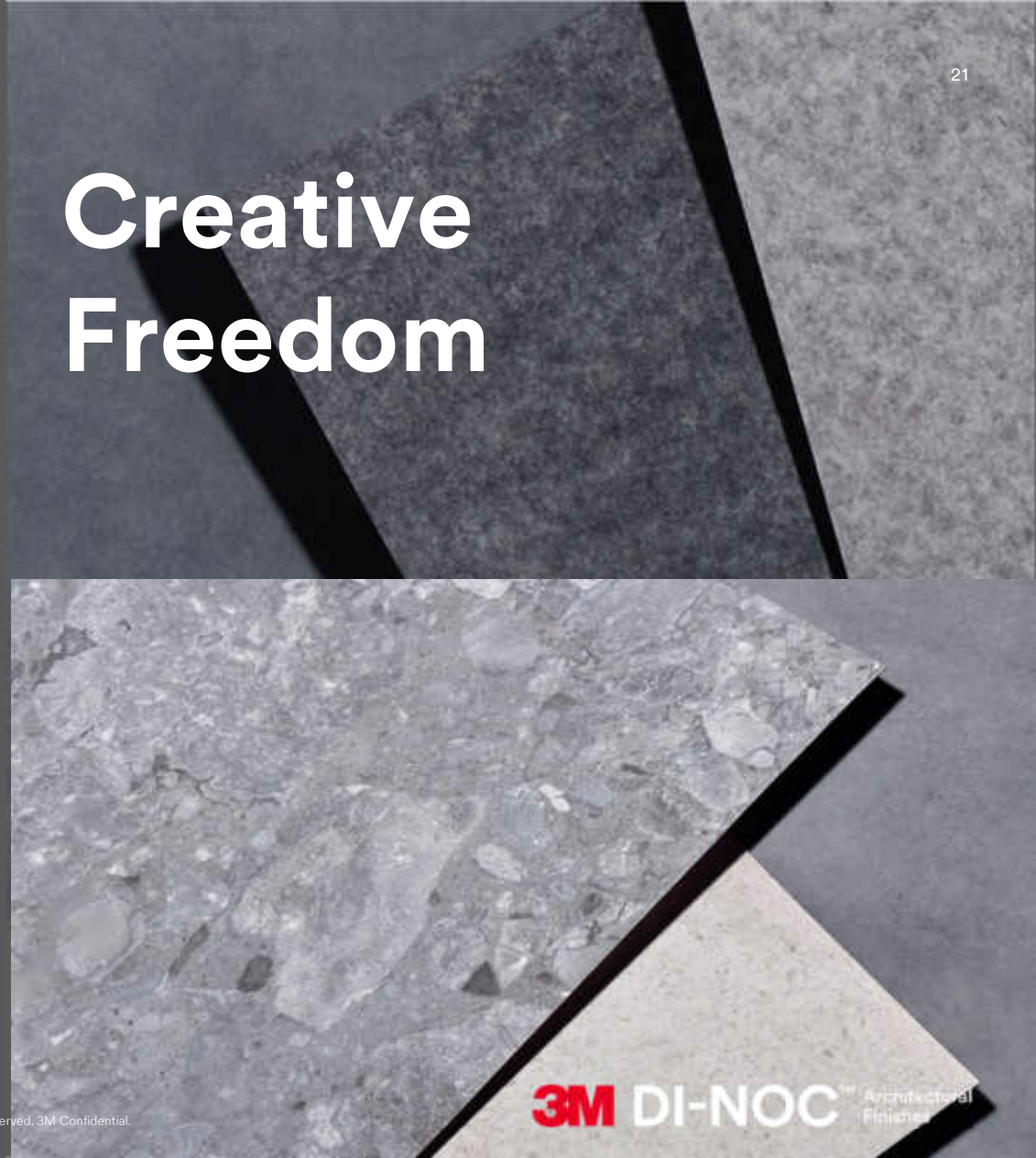
Others / +6 Designs

Catalog : **P16, 18, 23, 42**

Key messages : **Creative freedom**

The lineup includes materials and textures that were previously difficult to use in interior finishes due to practical limitations such as non-combustibility, ease of cleaning and maintenance, durability, and weight. We have expanded the range of styling, allowing for more freedom in design. It can be used permanently, not just for temporary use.

- Felt x 2
- Chipboard
- Brick
- Stone x 2



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Stone

Product number : *From the left

- ST-2171MT
- ST-2170MT

Felt

Product number : *From the left

- NU-2176MT
- NU-2175MT

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3M DI-NOC™ Architectural Finishes

Brick

Product number :

- FA-2169

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Chipboard

Product number :

- AE-2168

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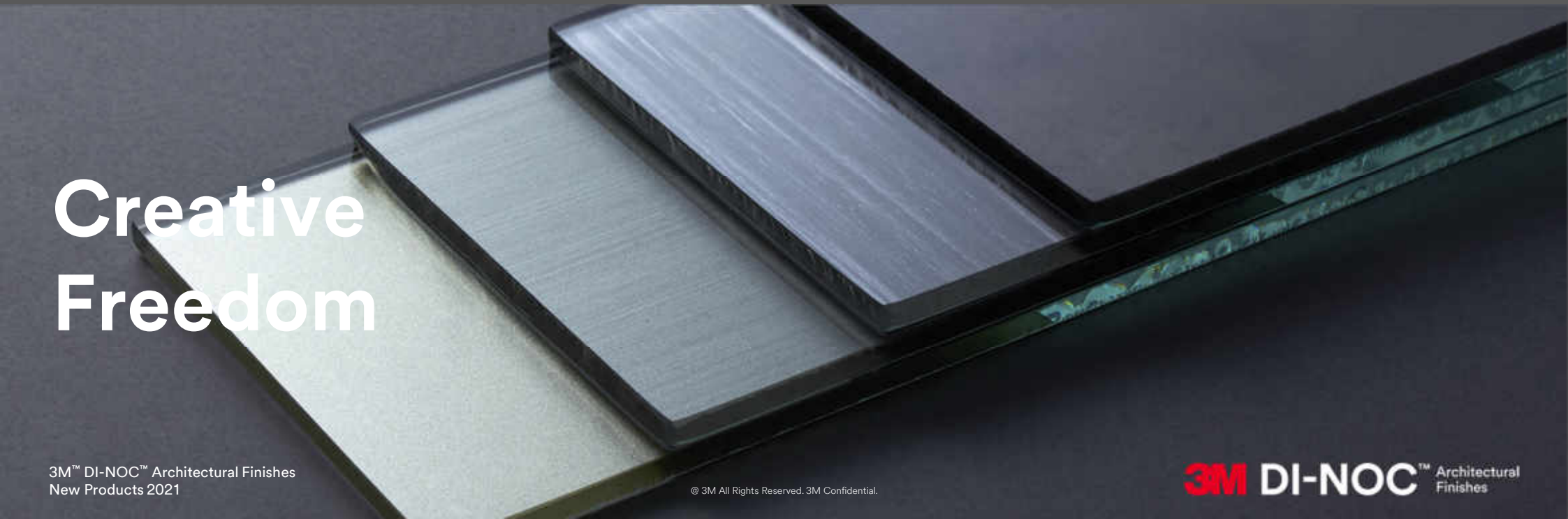
Others - DG Series / +4 Designs

Catalog : -

Key messages : **Creative Freedom**

The lineup includes a metallic series with improved hiding power and a metallic wood design with a popular vertical stripe design.
We will also add a new rust pattern design that is not in the current lineup to increase the awareness of the entire DG series.



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Others - DG Series / +4 Designs

Catalog : -

Key messages : **Creative Freedom**

The lineup includes a metallic series with improved hiding power and a metallic wood design with a popular vertical stripe design.
We will also add a new rust pattern design that is not in the current lineup to increase the awareness of the entire DG series.

- Metal x 2
- Metallic Wood x 1
- Oxidized Metal

DG Series

Product number : *From the left

- PA-180DG
- ME-1434DG
- MW-1419DG
- RT-1827DG

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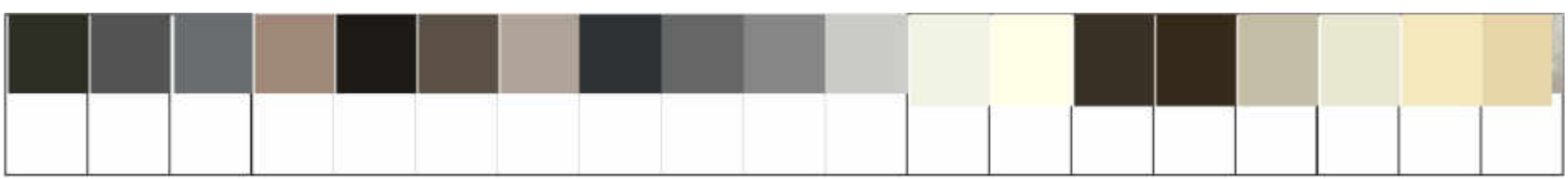
3M DI-NOC™ Architectural Finishes

3M DI-NOC™ 2021-2023 Collection – PS-MT

+20 new Single Color Matte

Nuovo posizionamento prezzo!

- Total of 21 PS-MT Ultra-Matte Series.
- 19 phase-in replaces current PS-MT finishes with same colors.
- Improved scratch resistance versus the old products.
- PS-1870MT remains in range as «Absolute Black».
- PS-3870MT new standard Ultra-Matte Black.



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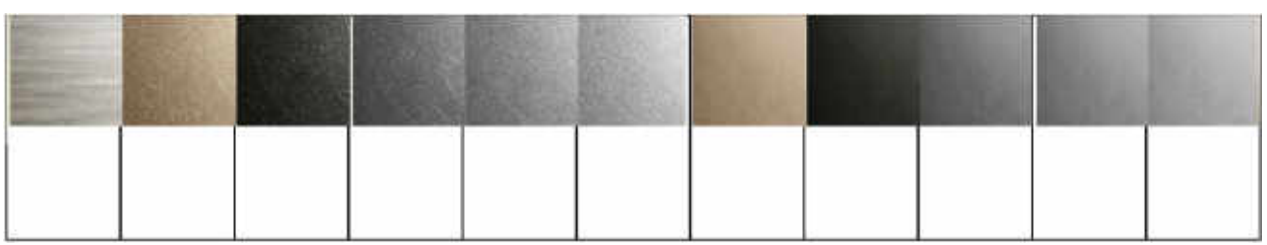
3M DI-NOC™ Abrasion Resistant

+11 new standard patterns

Series	ID	3M DI-NOC™	Roll Size	Collection
PA-AR	7100252261	PA-180AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252357	ME-2281AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252301	ME-2282AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252351	ME-2283AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252361	ME-2284AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252352	ME-2285AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252353	ME-2291AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252313	ME-2292AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252350	ME-2293AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252302	ME-2294AR	1.22 X 25 m	Collection 2021-23
ME-AR	7100252356	ME-2295AR	1.22 X 25 m	Collection 2021-23



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3M DI-NOC™ Phased out patterns

77 phased out

AE-1644
AM-1697
AM-1702
AM-1721
BW-1313
CH-2119
DW-1892MT
DW-1895MT
ET-1774
ET-1776
FA-1094
FA-1095
FE-1727
FE-1728
FE-1732
FE-1733
FW-1268
FW-1270
FW-1274
FW-1292

FW-1300
FW-1682
FW-1747
FW-1748
FW-1749
FW-1756
FW-1759
FW-1760
FW-1764
FW-1768
FW-1769
FW-1811
FW-1982
FW-231
FW-521
FW-614
FW-616
FW-648
FW-649
FW-791

LE-1226
LE-137
LE-1553
LE-2742
ME-1176
ME-1468
MW-1243
MW-1420
MW-1782
NU-1601
NU-1602
NU-1603
NU-1788
NU-1796
NU-1797
NU-2016
PA-179
PG-193
SI-1233
SI-1611

SI-1612
SI-1687
TE-1690
TE-1715
VM-1486
VM-1856MT
VM-1858MT
VM-1859MT
VM-1860MT
VM-1861MT
VM-1991MT
WG-1355
WG-1357
WG-2079
WG-430
WG-662
WG-663

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3M DI-NOC™ Sample Book 2021-2023

- New Book – English Version
- Will be stocked in Juchen
- ID: in preparation
- Box: 10 books

- Available as from June

- Phase out previous version (2020-2022)

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3M DI-NOC™ 2021-2023 Collection - Timeline

- Distribution launch: April 12
- Orders can be placed early May
- Material available for shipment: May 20
- Launch to market: mid June

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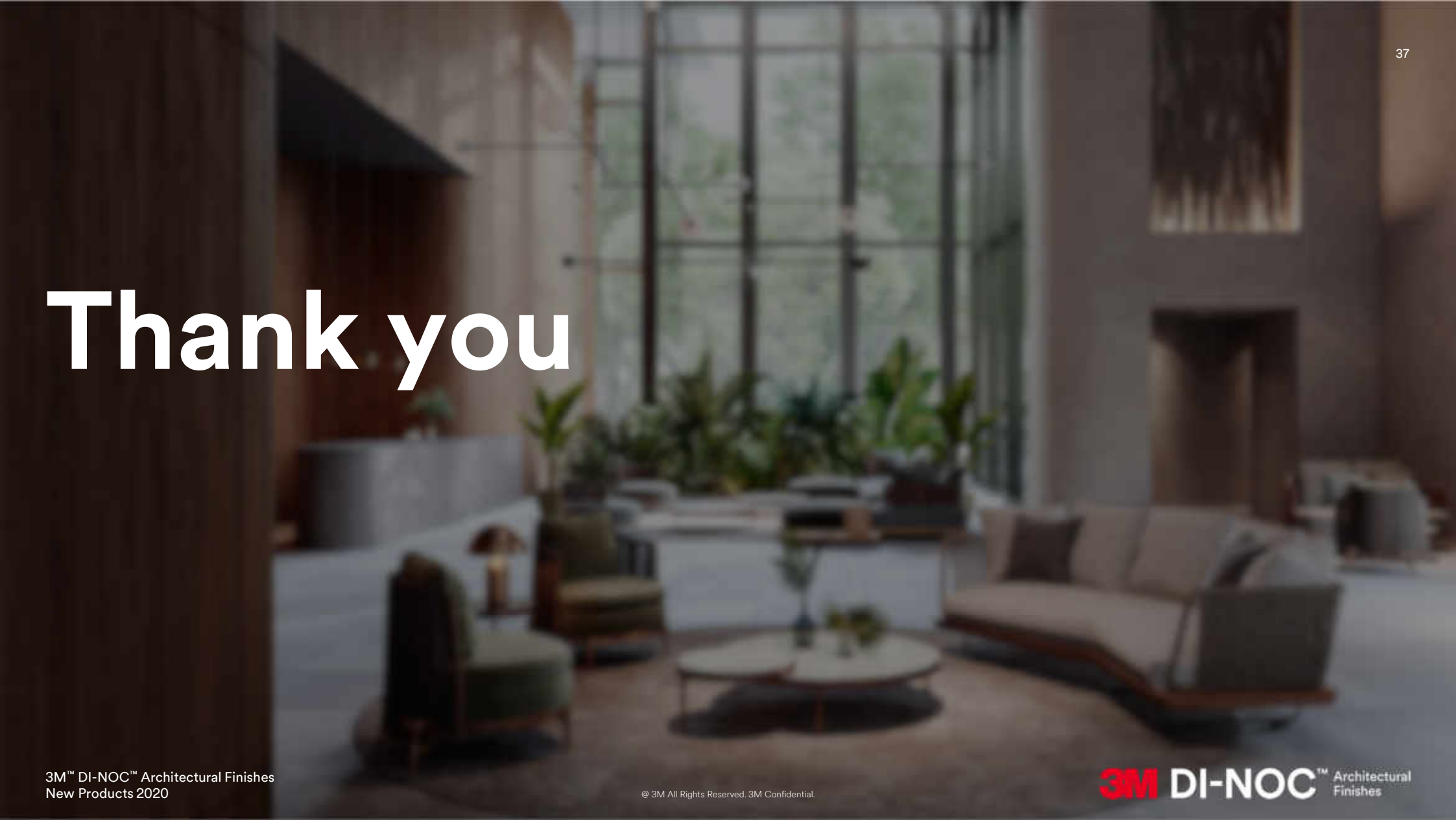
3M DI-NOC™ Architectural Finishes



Thank you

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