

Scotch®



THE MARKET

Since the 1930s, adhesive tapes have become a basic necessity for every office, shop, factory and home. The range of adhesive tape applications is now so diverse that the industry has become highly specialised, with ever increasing levels of technology and expertise required.

The worldwide popularity of 3M's transparent tape has made the term "Scotch tape" universally known. In fact, however, Scotch is a brand name, exclusive to the 3M family of pressure-sensitive adhesive tapes.

In 2006, 3M estimated that the global market for Consumer and Office Business was more than US\$3 billion.

ACHIEVEMENTS

More than 400 varieties of adhesive tape have reached the market under the Scotch and 3M brand names. Scotch brand tapes are everywhere on the globe, and most people consider tape an indispensable part of their lives.

Scotch rates third in brand familiarity surveys in the United States, with a recognition rate of 89 per cent. It rates even better when respondents are asked to state their attitude to the brand; Scotch is second in people's affections, also with 89 per cent.

Scotch products have been on the market for over 75 years, the plaid design threading these years of innovation together. In today's society, the frantic lifestyles that many people lead are leaving

consumers time poor and seeking products to assist in daily tasks.

The recent invention of the Scotch Pop Up Giftwrap Tape Dispenser by 3M is an example of such a product. These innovative yet very simple dispensers are designed to dispense pre-cut strips of Scotch tape one at a time. No more messing around with scissors or fiddling with tape that has doubled over on itself, or not having enough hands to hold the present as well as cut the tape! The handy pop-up dispenser can be worn on your hand or wrist completely freeing up your hands for giftwrapping.

HISTORY

In the 75 years since its invention, Scotch® Transparent Tape has become one of those rare products found in virtually every American or Australian office and home. It is available all around the world. It was the first transparent tape invented and remains today the market leader.

But when its inventor, a brash, banjo-playing 3M engineer, cooked up the formula for the forerunner of transparent tape, he had in mind neither universal popularity nor the countless uses it has today.

In fact, tape may not have been invented at all if young Richard G. Drew hadn't happened to walk in on a St. Paul auto painter who had just ruined a paint job on a brand new Packard.

Drew had joined 3M in 1921. Back then, the

company was a struggling sandpaper manufacturer. He had taken a trial batch of newly developed waterproof sandpaper to a local auto body shop for testing. This is where he saw the problem: two-tone paint finishes on cars had just been introduced and become all the rage. But during the spray painting of the cars, there was no effective way to keep one color masked from the other. Drew vowed that he would develop a tape to make two-tone paint application easy.

By happy coincidence, 3M management was searching for a way to diversify the company. They gave Drew the time and financial backing to conduct some experiments.

The young inventor's impulsive promise turned into two years of toil. Seeking the perfect adhesive, Drew experimented with vegetable oils, various resins, chicle, linseed and glue glycerin. For the tape base, he finally settled on some leftover treated crepe paper.

3M's chief chemist took samples of the new tape to the automakers in Detroit. They immediately placed an order for three carloads. It was 1925. Masking tape was born. And 3M, a sandpaper manufacturer in its 23rd year, found itself in a new business – pressure-sensitive adhesives.

Five years later, Drew conceived the product that would bring 3M worldwide fame. Like masking tape, this innovation was inspired by customer need.

A St. Paul firm had an order to insulate hundreds of refrigerated railroad cars, and needed a waterproof seal. The insulation firm consulted 3M, and Drew, now resident pressure-adhesives expert,





began mulling over the challenge of inventing a waterproof tape.

In the meantime, while Drew was experimenting with new tape “recipes,” DuPont came out with a revolutionary packaging material called cellophane. It was an immediate hit with food distributors, especially when it was made moisture proof. When another 3M researcher showed Drew the new, filmy, transparent material, Drew had a flash of inspiration: Why not coat the stuff with adhesive? It already was waterproof.

The bakers, packers, confectioners, grocers and chewing gum manufacturers who had adopted cellophane food wrap were all clamoring for a moisture-proof, attractive way to seal their new packaging.

On September 8, 1930, 3M sent the first trial shipment of ‘Scotch’ cellulose tape to Shellmar Products Corporation, a Chicago firm specialising in the fancy printing of cellophane bakery wrap. Two weeks later, the delighted company wrote back: ‘Put this product on the market.’

The Depression should have been the worst possible time to introduce a new product. It was forcing people to scrimp and conserve and refrain from purchases. Scotch cellulose tape, however, was the perfect answer to Americans’ new, overwhelming need to ‘make do.’ It enabled them to prolong the usefulness of old things.

The new tape sold itself.

By World War II, the product had become such a ubiquitous part of American life, 3M felt compelled to run advertisements apologising to homemakers for the scarcity of the tape in stores across the country; available supplies of the product had been diverted to the front for the war effort. 3M promised ‘when victory comes ‘Scotch’ cellulose tape will be back again in your home and office.’

Over the years, 3M has made significant product improvements and in 1961 3M engineers perfected the tape so that it would not yellow or ooze adhesive. Appearing frosty on the roll, but invisible on the page, the improved tape was given the name it has today – Scotch® Magic™ tape.

THE PRODUCT

The onset of the Great Depression saw Scotch tape emerge as a household name as people sought to save money by mending and repairing items wherever possible and Scotch tape provided the solution. Today the famous plaid designs of Scotch adhesives, synonymous with trust and reliability

can be seen in the home, school and office.

Stationery tapes have grown significantly since the introduction of Scotch Cellulose tape. Today there are five types of tape available, Magic™ being the most recognised of these. Renowned for its exceptional quality and ease of use Magic™ is now accompanied by a full range of stationery tapes that cover the growing needs of consumers. Scotch transparent, Scotch Double sided, Scotch Removable Magic™, and Scotch Giftwrap now share the reputation enjoyed by Magic™. Complementing the current premium tape range, Scotch Everyday tapes offer economy tapes at economy prices from a brand you can trust.



Scotch has utilised the adhesive technology of parent company 3M to diversify its offering, today providing solutions for various industries and applications. The growth of the DIY industry prompted demand for easy to use, reliable mounting adhesives. Scotch offers a range of permanent and removable adhesives for the home and office, providing solutions for adhering to awkward surfaces such as brick, glass and areas exposed to the elements.

RECENT DEVELOPMENTS

A recent addition is the Scotch Art & Craft range. Scotch craft products provide an easy to use, reliable and safe adhesive solution to crafters seeking a brand they can trust to protect their crafting projects for years to come. Acid free and photo safe, Scotch craft products have been voted the preferred brand of adhesives among Australian crafting consumers.

The popular range of Scotch Stationery, Craft and Mounting adhesives has been extended with the range of Scotch packaging tapes now available. As oils ain’t oils, so tape ain’t tape. Among the range are special storage tapes designed to withstand the elements. Archive boxes and items in storage can now be confidently bound in the knowledge that the damp or extreme heat conditions for which storage facilities are notorious will not affect the adhesive properties of Scotch Storage tape.

Another convenient product in this range is the ‘Tear By Hand’ packaging tape. This is a strong

reliable packaging tape that can easily be torn by hand, every office worker’s dream. Scotch is constantly looking for ways to make life easier for its consumers.

BRAND VALUES

The Scotch brand is 75 years old and continues to provide innovative, quality products designed to save time and make the job easier, providing a sense of accomplishment and freedom from worry.

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company’s customers know they can rely on 3M to help make their lives better.



THINGS YOU DIDN’T KNOW ABOUT SCOTCH®

- Perhaps because of his initial research with vegetable glues, Richard G. Drew always called himself, even decades later, a ‘kitchen cook’ rather than a chemist.
- Today there are more than 900 Scotch brand tape products.
- Scotch tape gained its initial popularity during the Depression because Americans discovered that they could use the tape to mend a wide variety of things like torn pages of books and documents, broken toys, ripped window shades and even dilapidated currency.
- If you took the total amount of transparent tape sold to homes and offices in the United States each year, it would go around the world 165 times.