


3M DI-NOC™ Architectural
Finishes

New Collection 2021-2023

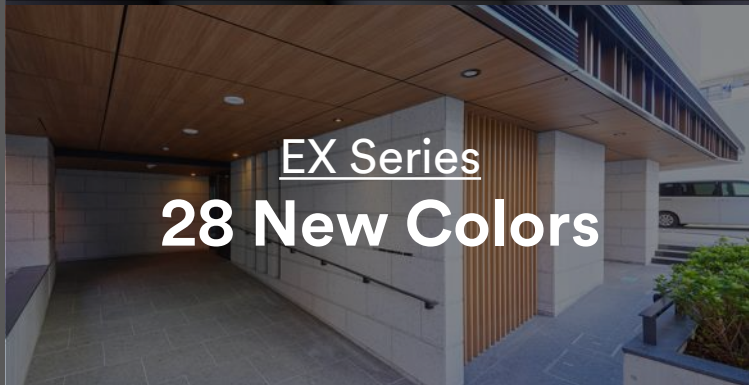


2021 New Products

2020
Matte Solid Color & EX Series




Solid Color Series
11 New Colors

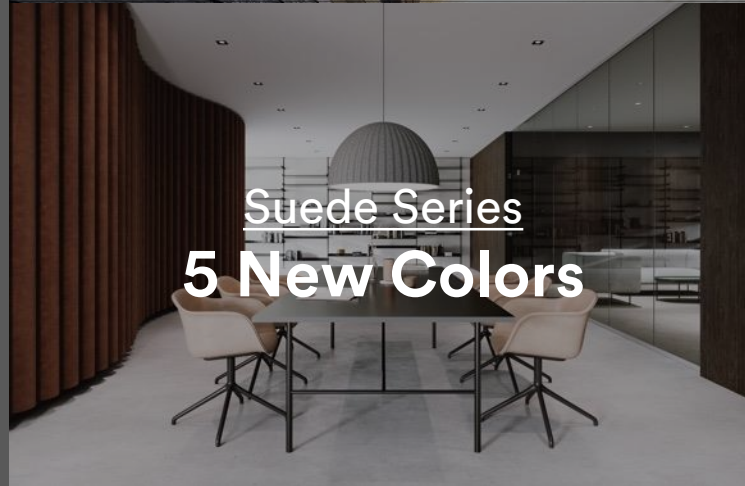


EX Series
28 New Colors

2020
Dry Wood & Suede Series

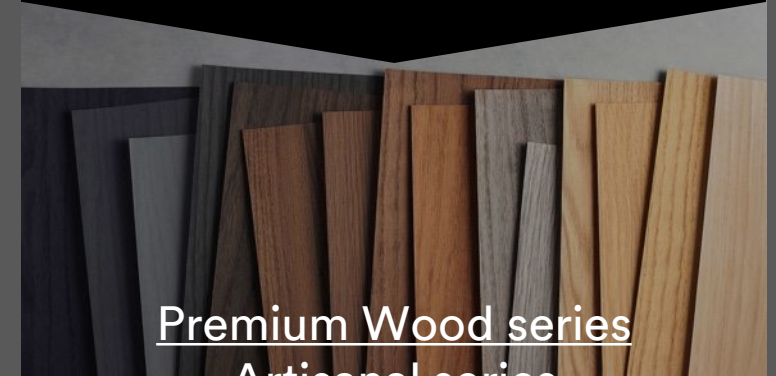


Dry Wood Series
33 New Designs

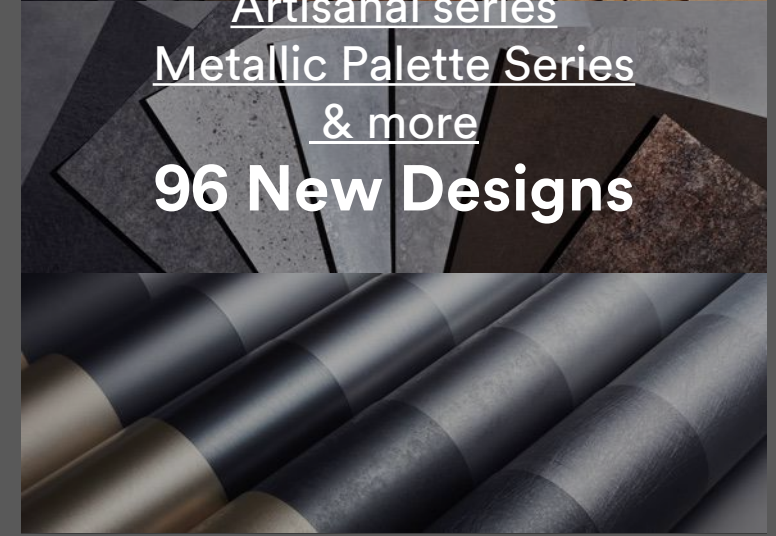


Suede Series
5 New Colors

2021
New Expression for Matte



Premium Wood series
Artisanal series
Metallic Palette Series
& more



96 New Designs

3M DI-NOC™ 2021-2023 Collection

2021 Collection is the third step for the biggest refresh in DI-NOC Collection ever.

*35% of entire range (1000+ finishes)
renewed in 3 years!*

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


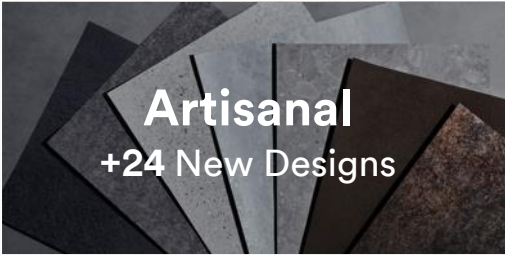

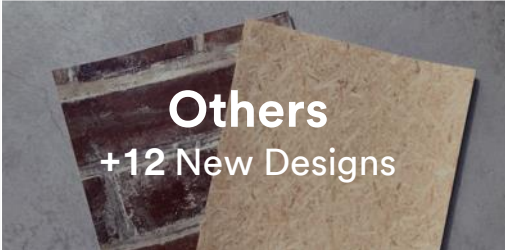
Time savings for Architects and designers

Background:
Design work by remote work

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



2021 New Products / Summary

	Series :	Key Message :	Note :												
 <p>Premium Wood +15 New Designs</p>	<ul style="list-style-type: none"> • Wood x 15 	<p>Realer than Real</p>	<p>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.</p>												
 <p>Artisanal +24 New Designs</p>	<ul style="list-style-type: none"> • 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 	<p>Perfectly Imperfect</p>	<p>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.</p>												
 <p>Metallic Palette +25 New Designs</p>	<table border="0"> <tr> <td><u>Finish x 5</u></td> <td><u>Color x 5</u></td> </tr> <tr> <td>• Matte</td> <td>• Light Gray</td> </tr> <tr> <td>• Semi-matte</td> <td>• Neutral Gray</td> </tr> <tr> <td>• Hairline</td> <td>• Middle Gray</td> </tr> <tr> <td>• Oxidized</td> <td>• Dark Gray</td> </tr> <tr> <td>• Random Line</td> <td>• Champagne Gold</td> </tr> </table>	<u>Finish x 5</u>	<u>Color x 5</u>	• Matte	• Light Gray	• Semi-matte	• Neutral Gray	• Hairline	• Middle Gray	• Oxidized	• Dark Gray	• Random Line	• Champagne Gold	<p>Versatile Collection</p>	<p>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.</p>
<u>Finish x 5</u>	<u>Color x 5</u>														
• Matte	• Light Gray														
• Semi-matte	• Neutral Gray														
• Hairline	• Middle Gray														
• Oxidized	• Dark Gray														
• Random Line	• Champagne Gold														
 <p>Others +12 New Designs</p>	<table border="0"> <tr> <td>• Felt x 2</td> <td>• (DG Series x 4)</td> </tr> <tr> <td>• Chipboard x 1</td> <td>• (AR Series x 1)</td> </tr> <tr> <td>• Brick x1</td> <td>• (PS-MT x 1)</td> </tr> <tr> <td>• Stone x 2</td> <td></td> </tr> </table>	• Felt x 2	• (DG Series x 4)	• Chipboard x 1	• (AR Series x 1)	• Brick x1	• (PS-MT x 1)	• Stone x 2		<p>Creative Freedom</p>	<p>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.</p>				
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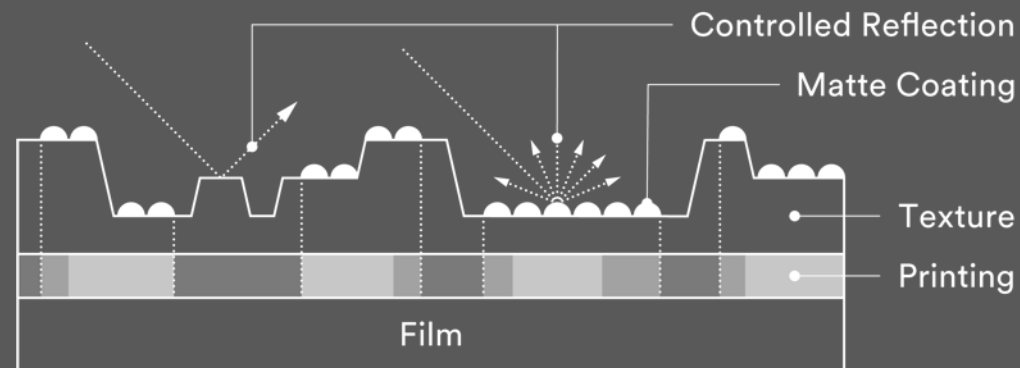
Premium Wood / +15 Designs

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.

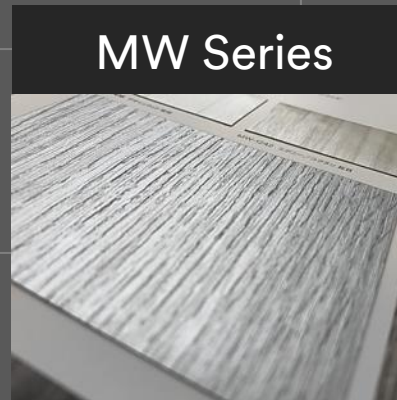
Controlled Reflection Technology :



Realer than Real

Positioning & Pricing of Wood Grain Series

Design Quality



Strategically increase sales by gaining market share from indirect competitors with high-grade products that cannot be imitated by competitors.

End User Price

Premium Wood

- 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



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.

Perfectly Imperfect

Mortar / Plaster

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

Plaster on Metal

- AE-2154
- AE-2155



Terracotta / Ceramic

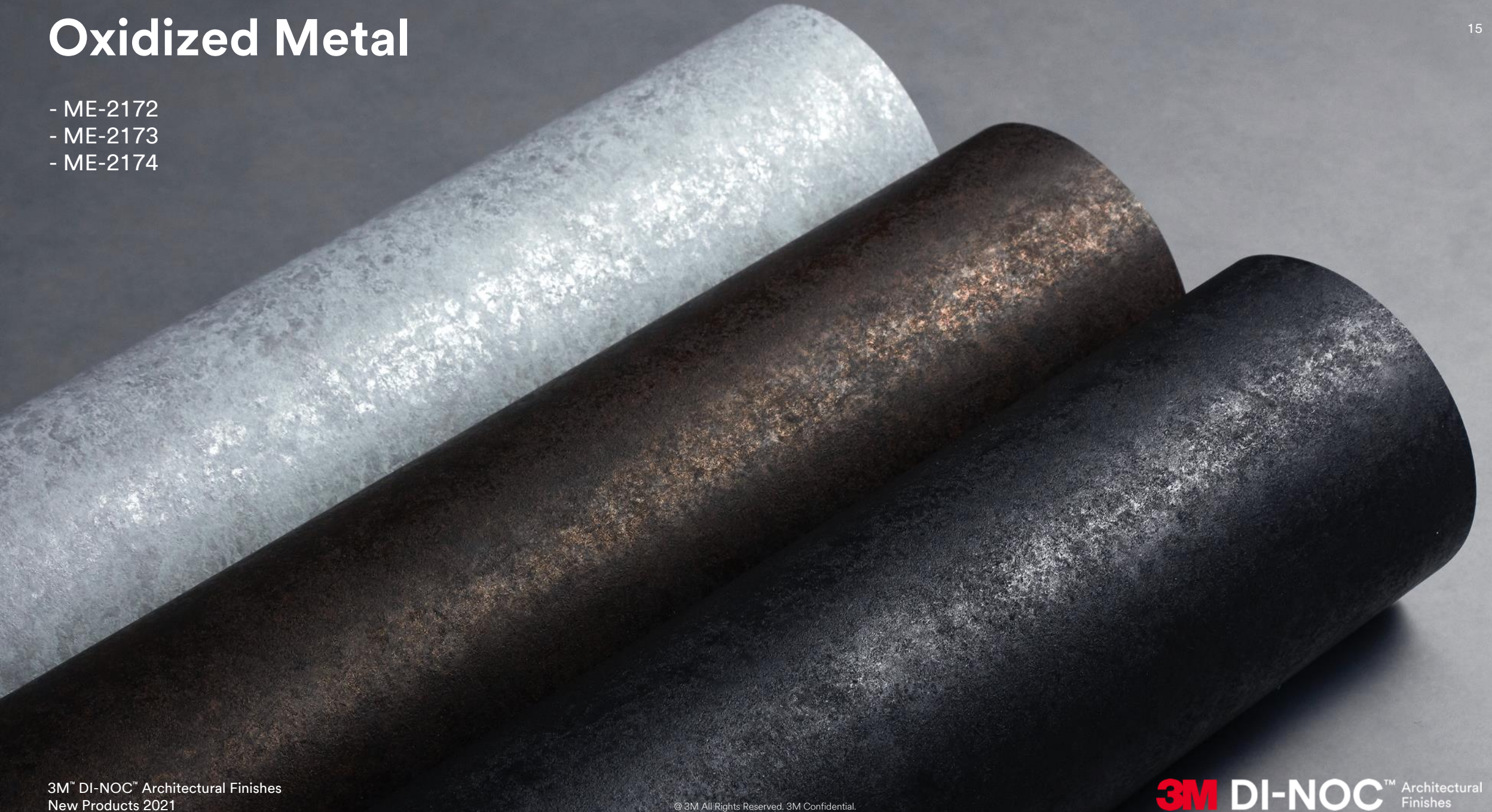
- AE-2167
- AE-2165
- AE-2164
- AE-2163

Stucco

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

Oxidized Metal

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



Textile

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

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

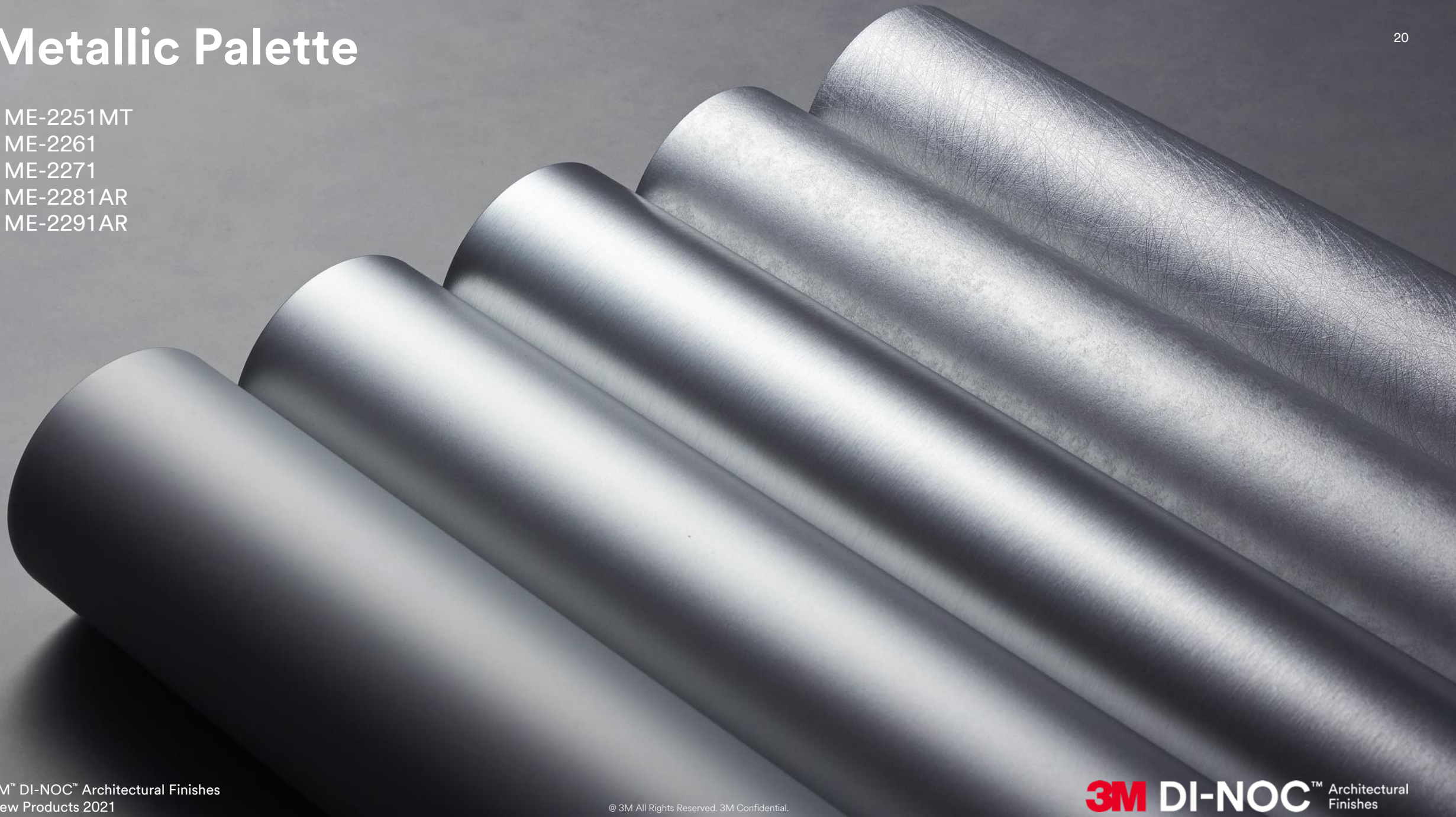
Metallic Palette

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



Metallic Palette

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

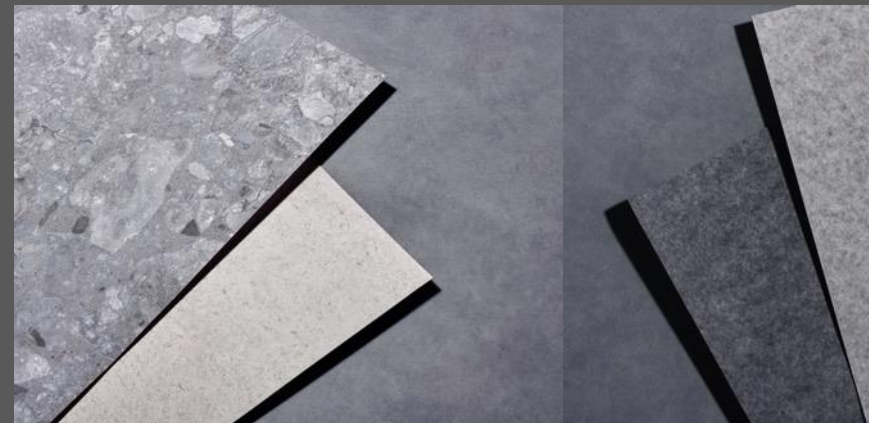


Others / +6 Designs

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.



Creative Freedom

Others / +6 Designs

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Creative Freedom



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



Stone

- ST-2171MT
- ST-2170MT

Felt

- NU-2176MT
- NU-2175MT

Brick

- FA-2169



3M™ DI-NOC™ Architectural Finishes
New Products 2021



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3M DI-NOC™ Architectural Finishes

Chipboard

- AE-2168



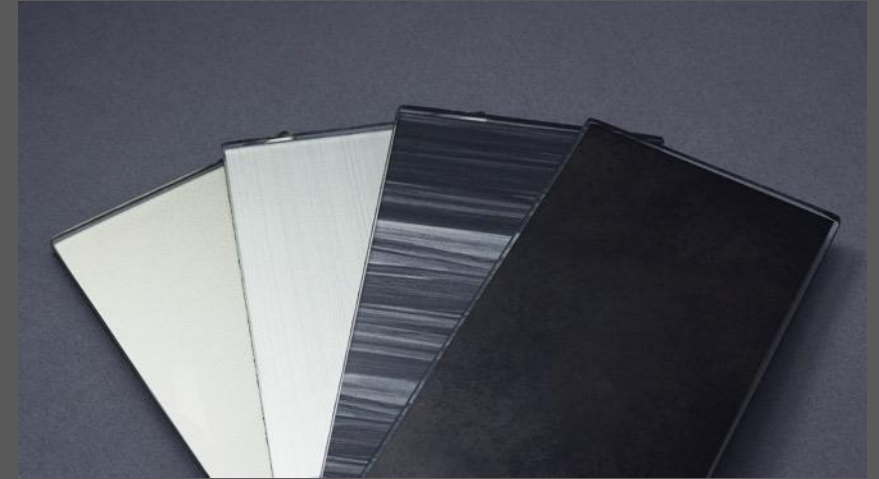
Others - DG Series / +4 Designs

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.



Creative Freedom

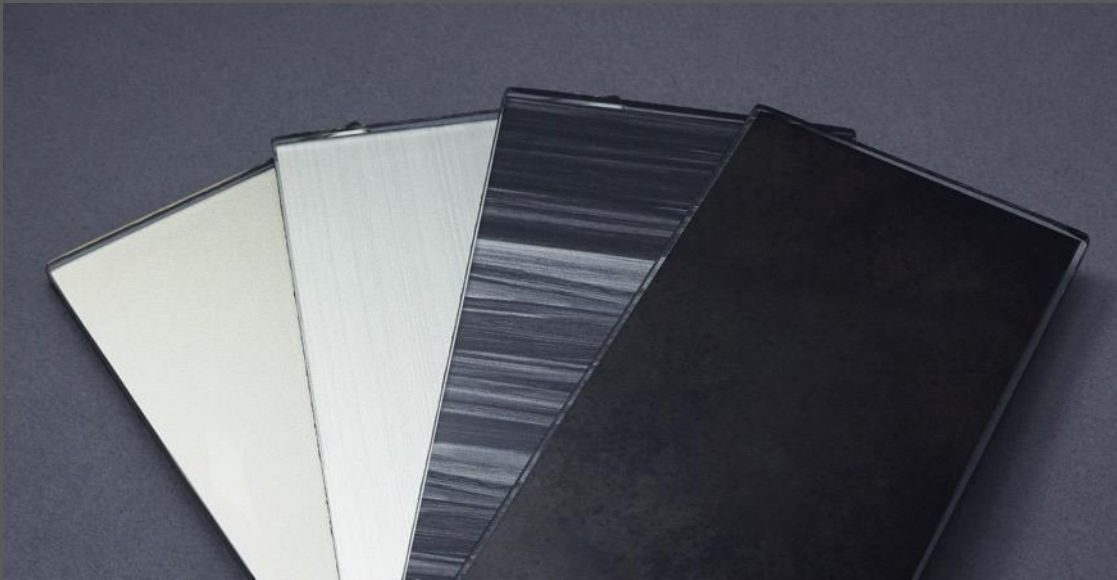
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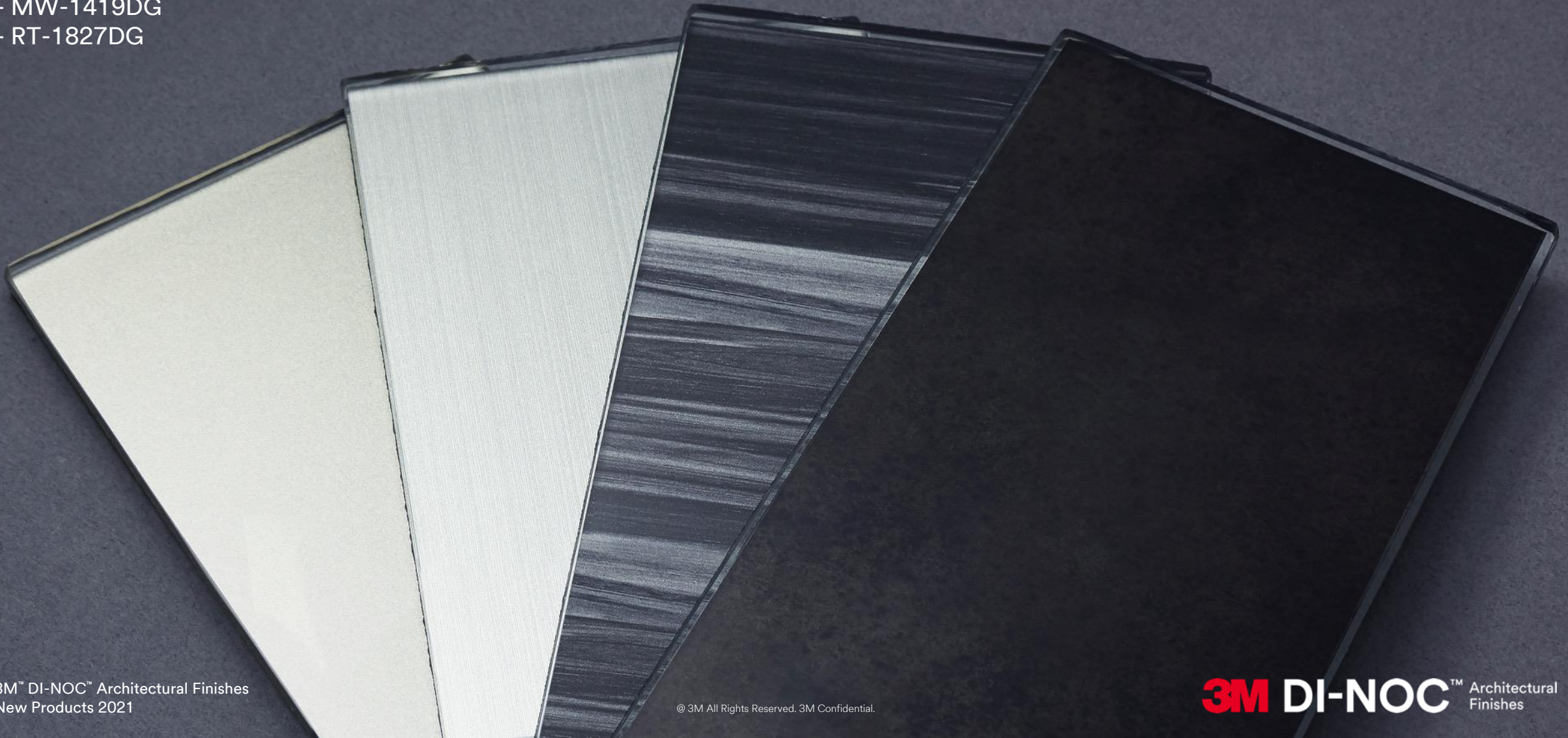
- Metal x 2
- Metallic Wood x 1
- Oxidized Metal

Creative Freedom



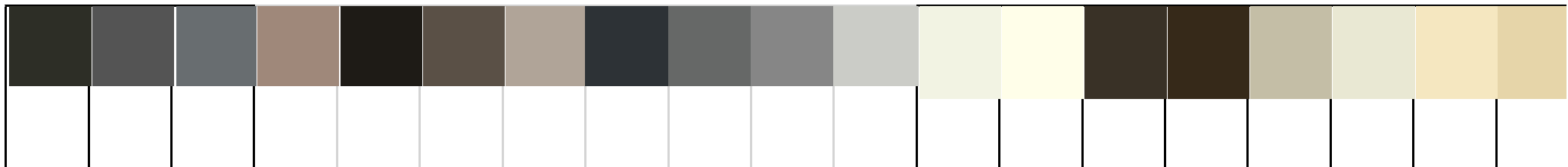
DG Series

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



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

- 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 Ultra-Matte».
- PS-3870MT new standard Ultra-Matte Black.



Thank you