

Product Description

3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior films (the “Product(s)”) are durable, dimensionally stable, and weather resistant surface finishes for exterior applications. They can be applied directly on smooth, non-porous application surfaces, such as aluminum, galvanized steel, and painted metal. The 3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior is designed to maintain a consistent finish and color, despite UV exposure and other conditions.

Featured Benefits of 3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior

- Applications - Ideal for façades, window frames, doors, columns, walls, and more.
- Application Surfaces - Recommended for metal and other smooth, non-porous exterior application surfaces. NOT recommended for complex curved (3D) surfaces.
- Aesthetics - Realistic appearance of natural materials and other types of surfaces, without the weight.
- Remodel and Reuse - Shortens refurbishment downtime, and brings entirely new designs to existing exterior elements.
- Easy Application - 3M™ Comply™ Adhesive technology virtually eliminates air bubbles, simplifying and speeding applications.
- Expected performance life of seven to 16 years for outdoor, vertical applications, depending on the climate (see [“Warranty Information” on page 9](#)).

Product Characteristics

The values in this table are typical and are based on test data deemed reliable, but they are NOT warranted.

Characteristic		Value
Material	Film	Vinyl-based
	Adhesive	Permanent pressure-sensitive acrylic
	Release Liner	Silicone-coated poly paper
Thickness	Film + Adhesive	7 mils (178 microns) nominal, not including the release liner. Some designs vary slightly in thickness due to embossing.
	Release Liner	6.2 mils (157 microns)
Maximum Roll Size		48 in. by 164 ft. (1,220 mm by 50 m)
Maximum Weight		55 lbs (25 kg) (approx.) for a 164 ft. (50 m) roll

NOTE

Review the [3M™ DI-NOC™ Architectural Finishes Installation Guide](#) for additional information.

Product Line - 3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior Designs

The following exterior designs are available with a minimum order of one roll.

Fine Wood	Woodgrain	Metallic	Single Color	Stone, Abstract, Leather
FW-233EXR FW-236EXR FW-324EXR FW-330EXR FW-609HEXR FW-627EXR FW-640EXR FW-650EXR FW-651EXR FW-887EXR FW-1022EXR FW-1023EXR FW-1113EXR FW-1122EXR FW-1123EXR FW-1124EXR FW-1129EXR FW-1214EXR FW-1801EXR FW-7006EXR FW-7008EXR FW-7011EXR	WG-960EXR WG-1140EXR WG-1143EXR WG-1144EXR WG-7024EXR	ME-4039EXR ME-4181EXR ME-4389EXR ME-4390EXR ME-4854EXR	PS-090EXR PS-959EXR PS-4007EXR	AE-1632EXR AE-1634EXR AE-1635EXR FA-1530EXR LE-703EXR ST-442EXR

Special Order 3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior Designs

The following exterior designs are available by special order only, with a minimum order quantity of 10 rolls for most EXR special order designs and 20 rolls for PS-EXR Single Color special order designs.

Designs marked with an asterisk (*) are available with a minimum order of one roll; however, these items have extended lead times compared to other special-order products.

Contact your local sales representative or the 3M Help Center at 1-888-364-3577 for assistance.

Dry Wood	Fine Wood	Woodgrain	Metallic	Single Color	Stone, Abstract, Leather
DW-1891EXR* DW-2197EXR DW-2208EXR* DW-2211EXR* DW-2214EXR* DW-2215EXR DW-2219EXR* DW-2221EXR* DW-2223EXR DW-2472EXR* DW-2473EXR* DW-2475EXR DW-2479EXR	FW-522EXR FW-618EXR FW-625EXR FW-643EXR FW-1805EXR FW-2425EXR	WG-657EXR WG-695EXR WG-1044EXR	ME-2023EXR ME-2173EXR* ME-2174EXR* ME-2263EXR* ME-2553EXR* ME-2556EXR* ME-4002EXR ME-4003EXR	PS-957EXR PS-976EXR PS-3093EXR PS-3094EXR PS-3096EXR* PS-3097EXR PS-3100EXR PS-3101EXR PS-3869EXR*	AE-1633EXR* AE-1636EXR AE-1913EXR* AE-2162EXR* AE-2508EXR FA-1962EXR FA-2543EXR RT-1827EXR ST-736EXR ST-1914EXR ST-1919EXR ST-1920EXR ST-2170EXR* ST-2171EXR* ST-2534EXR* ST-2533EXR* ST-2536EXR* ST-2538EXR* ST-2540EXR ST-2541EXR* ST-2542EXR*

Product Performance

The values in this table are typical and are based on test data deemed reliable, but they are NOT warranted.

Characteristic	Evaluation	Results
Dimensional Stability*	4 in. by 4 in. (102 mm by 102 mm) crosscut in film, after 48 hours at 150°F (66°C).	Largest gap: < 0.01 in. (0.25 mm)
Heat Resistance*	Aged at 150°F (66°C) for 30 days.	No delamination
Thermal Cycle Resistance*	Cycled between -22°F and 176°F (-30°C and 80°C) for 12 days.	No delamination
Moisture Resistance*	Aged at 104°F (40°C), 95% humidity for 30 days.	No delamination or visible change
Cold Impact Resistance*	2 lbs (907g) weight dropped from 5 in. (12.7 cm) height, at 32°F (0°C) using a Gardner Impact Tester.	No cracks in film
Ultraviolet Light Exposure	Exposed to XENON accelerated UV light for 1,000 hours	No visible change
Fire Resistance	When used in interior applications as defined by NFPA 101 "Life Safety Code", Test Method ASTM E84	Class A

*Product applied to an aluminum plate

Stain Resistance

Contaminant was in contact with the film surface for 24 hours and then removed using water. Water with mild detergent or a solution of 70% isopropyl alcohol and 30% water may be used for more difficult stains. Results may vary.

Contaminant	Results
Coffee	Removed with water
Tea	Removed with water
Cola	Removed with water
Milk	Removed with water
Red Wine	Removed with water
Tabasco	Removed with water
Ketchup	Removed with water
Soy Sauce	Removed with water
Cooking Oil	Removed with water
Vinegar	Removed with water
Salt Water Solution (1%)	Removed with water
Soap Solution (1%)	Removed with water
Ammonia Solution (10%)	Removed with water
Oxygenated Water Solution (3%)	Removed with water
Citrate Solution (10%)	Removed with water

Resistance to Solvents, Cleaners, and Other Chemicals

The film was applied to an aluminum plate, left for 72 hours, and then immersed in the following chemicals:

Classification	Solvent	Immersion Time	Result
Water	Water	24 hours	No visible change
Acid	Chloride Solution (10%)	24 hours	No visible change
Base (Alkali)	Sodium Hydroxide Solution (10%)	24 hours	No visible change
Alcohol	Ethanol	24 hours	Deterioration observed
	Isopropyl Alcohol	72 hours	Deterioration observed
Ester	Ethyl Acetate	5 minutes	Deterioration observed
Ketone	Methyl Ethyl Ketone	5 minutes	Deterioration observed
	Acetone	72 hours	Deterioration observed
Aromatic	Toluene	5 minutes	Deterioration observed

Product Use

The user is solely responsible for evaluating and determining whether this 3M Product is suitable and appropriate for any particular use or manufacturing process.

Consider These Factors in Determining the Suitability of the Product

Understand the unique characteristics of this Product and consider them in determining whether the Product is suitable for a given use. Refer to the [3M™ DI-NOC™ Architectural Finishes Installation Guide](#) for additional information.

- Substrate texture affects film adhesion and ease of application.
 - ☐ Unless the substrate is very smooth, its texture may be visible through the film.
 - ☐ Compounds used to smooth a textured substrate permanently change that substrate.
 - ☐ Product removal may damage the substrate or its finish.
- Application surface conditions affect film adhesion.
 - ☐ Ensure the existing paint, surface finish, or wall covering has an excellent bond to the substrate area where film will be applied.
 - ☐ Repair, prime, and paint the substrate as needed.
 - ☐ An adhesion promoter may be required to increase film adhesion.
- Human and environmental conditions to consider:
 - ☐ Application temperature in recommended range
 - ☐ Unsealed substrates in front of water sources
 - ☐ People or equipment that will be in contact with the film
- The film may contain a splice. The splice location is marked with a tab along the film edge. The installer must determine the impact of the splice and work around it to make the best use of the material layout.

Factors Affecting Performance Life

The actual performance life of the Product is affected by:

- Selection, condition, and preparation of the application surface
- Application surface texture
- Application technique
- The angle and direction of sun exposure
- Environmental conditions
- Cleaning and maintenance methods

Considerations for Design Selection by Product Series

See the [3M™ DI-NOC™ Architectural Finishes Technical Data Sheet](#) for information on the product series for the selected design. See the [3M™ DI-NOC™ Architectural Finishes Installation Guide](#) for additional installation information.

Application and Removal Guidelines

The values in this table are typical and are based on test data deemed reliable, but they are NOT warranted. See the [3M™ DI-NOC™ Architectural Finishes Installation Guide](#) for additional information.

Characteristic	Value
Application Surface Type	Smooth, flat, hard, non-porous (sealed) vertical surfaces. NOT designed for three-dimensional surfaces or deep channels.
Application Location	Exterior
Application Temperature	54°F to 100°F (12°C to 38°C) air and application surface
Application Method	Dry application
Product Removal	Heat at 176°F to 212°F (80°C to 100°C)

Adhesion Compatibility with Application Surfaces

3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior is recommended for applications on metal and other smooth, non-porous surfaces listed in the table below. Some exterior surfaces are textured or porous, and the adhesive may not have enough contact area to adhere properly. Contact your local 3M Commercial Branding and Transportation Division application engineer or technical service engineer with any questions about the suitability of a surface.

The following table contains peel adhesion information for the film peeled from various surfaces. A number of surfaces provide acceptable adhesion without the use of an adhesion promoter. Examples of increased adhesion with the use of adhesion promoters on certain surfaces are presented. Surfaces vary widely, so adhesion should be assessed for each customer's substrate.

Test specimens were applied to the substrate and conditioned at 68°F (20°C) for 48 hours, then peel tested at 180 degrees at a tensile speed of 12 in./min (300 mm/min).

Substrate	Application Surface	Adhesion Promoter	
		No Adhesion Promoter lbs/in. (N/25mm)	3M™ Tape Primer 94 (solvent-based) lbs/in. (N/25mm)
Metals	Anodized Aluminum	● 8 (36)	● 9 (40)
	Colored Aluminum	● 7 (31)	● 9 (40)
	Painted Aluminum	● 8 (36)	● 10 (44)
	Aluminum Composite Panel	● 8 (36)	● 8 (36)
	Galvanized Steel	● 9 (40)	● 8 (36)
	Painted Steel	● 8 (36)	● 8 (36)
3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior Film (overlap) ¹		● 4 (18) ¹	● 8 (36)

● Acceptable adhesion

○ Adhesion failure

1 - If DI-NOC™ overlaps seams, use 3M™ Tape Primer 94 adhesion promoter.

Processing Options

Processing of the Product is strictly on a user test-and-approve basis. The user is responsible for the results of all processing applications.

Printing

The Products are NOT designed for surface printing and have various surface textures. Printing is strictly on a user test-and-approve basis. No warranty is made for the quality or durability of printed Product.

Cutting

Electronic cutting, weeding, and application tape usage with the Product is strictly on a user test-and-approve basis. The user should consider the following: (1) the Product's liner is NOT intended for electronic cutting; (2) there is currently no recommended application tape that properly adheres to the face of the Product to hold cut shapes in place.

Shelf Life and Storage

Shelf Life

Apply the Product within two years of the date of purchase. The storage conditions specified in this document must be maintained in order to preserve a full shelf life.

Storage Conditions

- 40°F to 90°F (4°C to 32°C)
- Away from direct sunlight and high humidity
- Clean, dry area
- Original container with end caps, in the plastic sleeve, stored horizontally, a maximum of six cartons high
- Bring the Product to room temperature before application

Cleaning and Maintenance

Regular cleaning helps maintain the appearance of the finish. Use mild detergent, water, and a soft cloth or sponge without abrasives. For difficult stains, spot clean with a solution of 70% isopropyl alcohol (IPA) and 30% water and a soft cloth. Avoid using strong solvents or detergents that are either highly alkaline (pH>11) or highly acidic (pH<3). Do NOT use ammonia, chlorine, strong organic-based cleaning products, polishing or cleaning compounds, hard-bristle brushes, or electric polishing equipment. Use only clean, nick-free tools and wipe gently.

Problem	Solution
Dust and Grit	Wipe with a soft, damp cloth.
Soiled (but not gritty)	Use water and a soft cloth.
Heavily Soiled	Clean first using a solution of mild liquid detergent and water, then use clear water. Wipe gently with a soft cloth.
Difficult Stains	Spot clean with a solution of 70% IPA and 30% water.

Type of Surface Damage	Cause of Surface Damage	Method to Reduce Visibility
Mar	Dragging an item (such as a colored briefcase) across the film, leaving a deposit of color on the surface.	Rub with a soft cloth and warm soapy water to remove the mar.
Indentation	Pressing into the film surface without breaking the surface, such as pressure from a chair.	Carefully heat the indentation with a heat gun, which allows the film surface to rebound and reduce the indentation's visibility.
Scratch	Breaking the surface layer of film leaving a slightly jagged whitish mark on the surface, such as by dragging a sharp rivet from a purse.	Rub with a surface restorer such as 3M™ Marine Vinyl Cleaner & Restorer to reduce the visibility of scratches.
Gouge	Breaking through the entire film, such as from a severe impact from sharp chairs or carts.	Repair the film by cutting out the damaged film and replacing it with the same pattern of film, or remove and replace the entire film panel.

Health and Safety

Chemicals

When handling any chemical products, read the manufacturers' container labels and the safety data sheets (SDS) for important health, safety, and environmental information.

[Follow this link to obtain SDS sheets for 3M products.](#)

[Follow this link to obtain information about substances of very high concern \(SVHC\) for EU products.](#)

Tools and Equipment Usage

When using any equipment, always follow the manufacturer's instructions for safe operation.

WARNING

To reduce the risks of personal injury and/or property damage associated with glass breakage:

A glass surface covered by film with areas of high opacity or dark-colored ink will absorb more heat than other glass surfaces when exposed to sunlight. Heat absorption can create thermal expansion potentially resulting in glass breakage or cracking. Do NOT use a film with areas of high opacity or dark-colored ink on glass surfaces with significant exposure to sunlight.

LEEDv4 CREDITS

This section describes some of the options for acquiring LEED credits using 3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior.

NOTE

Each application is different. It is the sole responsibility of the end user to evaluate and determine whether LEED credits are applicable.

ID+C, BD+C MR Credit, Construction and Demolition Waste Management

- Option 2: The Products can be used to refinish exterior surfaces, minimizing overall construction waste.

BD+C MR Credit, Building Life-Cycle Impact Reduction

- Option 3: Building and Material Reuse - The Products can be used to refinish exterior surfaces.

O+M MR Credit, Purchasing - Facility Maintenance and Renovation

- The Products can be used to refinish exterior surfaces.

Building Product Disclosure and Optimization Information

Environmental Product Declaration (EPD) or Life Cycle Analysis (LCA)

EPD and/or LCA information is not available.

Raw Material Source and Extraction Reporting

Raw material source and extraction information for these Products is 3M confidential and is therefore not available.

Extended Producer Responsibility

Take-back or recycling programs for these Products are not available.

Bio-based materials

The Products have not been tested to ASTM D6866.

Wood products

The Products do not contain wood-based materials.

Materials reuse

The Products can be used to refinish salvaged, refurbished, or reused materials.

Recycled content

The Products do not contain pre- or post-consumer recycled content.

Optimized Manufacturing Process

The adhesive manufacturing process for these Products has been optimized to use 20% less solvent than the previous adhesive manufacturing process.

Material Ingredient Reporting

Product ingredient information for these Products is 3M confidential and is therefore not available.

GreenScreen Benchmark or Cradle to Cradle Certification

Assessment or certification is not available on these Products.

REACH Optimization

REACH Substance of Very High Concern certifications are available on [3M.com/Regs](https://www.3m.com/Regs) (US) or [3M.com/SVHC](https://www.3m.com/SVHC) (Europe).

Product Manufacture Supply Chain Optimization

Based on our analysis, 3M meets the process and safety requirements as outlined in the criteria.

Location Valuation Factor

Based on supply chain, these Products would not meet location valuation factor requirements of being extracted, manufactured, and purchased within 100 miles.

General Emissions Evaluation

The Products have not been tested to the General Emissions Evaluation (California Department of Public Health (CDPH) Standard Method V1.1-2010 or V1.2-2017).

Warranty Information

Product

3M™ DI-NOC™ Architectural Finishes EXR Series for Exterior (the "Products") are decorative films for use in vertical or non-vertical exterior applications on commercial buildings ("Exterior Applications").

Limited Warranty

- For Products used in Exterior Applications, 3M makes the following warranty (the "3M Limited Warranty") for the applicable time period stated below ("Warranty Period"), which will begin on the product installation date.
- The Product will have no significant discoloration, cracking, or other similar visual defects for the application time period below:

Application	Stocked Patterns		Special Order Patterns			Geographic Location	Warranty Period
Vertical ¹ , Exterior Applications ²	ME-4039EXR ME-4181EXR ME-4390EXR ME-4854EXR WG-1140EXR		DW-2473EXR ME-2263EXR ME-4002EXR ME-4003EXR ST-1914EXR ST-2171EXR			U.S. Desert Southwest ³	3 years
						United States ⁴	5 years
	FW-1023EXR FW-236EXR WG-1143EXR		AE-1913EXR AE-2162EXR DW-2208EXR DW-2475EXR FW-2425EXR ST-2534EXR ST-2542EXR			U.S. Desert Southwest ³	4 years
						United States ⁴	7 years
	AE-1632EXR AE-1634EXR AE-1635EXR FA-1530EXR FW-1022EXR FW-1113EXR FW-1122EXR FW-1123EXR FW-1124EXR FW-1129EXR FW-1214EXR FW-1801EXR FW-233EXR FW-324EXR FW-330EXR FW-609HEXR FW-627EXR FW-640EXR FW-650EXR FW-651EXR FW-7006EXR FW-7008EXR FW-7011EXR FW-887EXR	LE-703EXR ME-4389EXR PS-090EXR PS-4007EXR PS-959EXR ST-442EXR WG-1144EXR WG-7024EXR WG-960EXR	AE-1633EXR AE-1636EXR AE-2508EXR DW-1891EXR DW-2197EXR DW-2211EXR DW-2214EXR DW-2215EXR DW-2219EXR DW-2221EXR DW-2223EXR DW-2472EXR DW-2479EXR FA-1962EXR FA-2543EXR	FW-1805EXR FW-522EXR FW-618EXR FW-625EXR FW-643EXR ME-2023EXR ME-2173EXR ME-2174EXR ME-2553EXR ME-2556EXR PS-957EXR PS-976EXR PS-3093EXR PS-3094EXR PS-3096EXR PS-3097EXR PS-3100EXR PS-3101EXR PS-3869EXR	RT-1827EXR ST-736EXR ST-1919EXR ST-1920EXR ST-2170EXR ST-2533EXR ST-2536EXR ST-2538EXR ST-2540EXR ST-2541EXR WG-1044EXR WG-657EXR WG-695EXR	U.S. Desert Southwest ³	6 years
						United States ⁴	10 years

1 - Warranty period is for vertical applications. See Exposure Angles below for warranty adjustments.

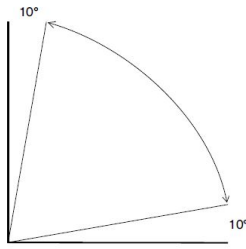
2 - Application to exterior glass is not warranted due to risk of glass breakage caused by thermal expansion. Caulking the entire edge of the installed film may help prevent water penetration. Application to exterior glass is strictly on a customer test-and-approve basis.

3 - Any outdoor location primarily in Arizona, New Mexico, and the desert areas of California, Nevada, Utah, and Texas. Contact 3M Technical Service for additional information.

4 - All U.S. states outside of the defined range of the U.S. Desert Southwest.

- For a buyer's convenience, 3M may provide engineering or technical information, recommendations, installation instructions or guides, and other information or materials relating to a Product ("Other Product Information"), but 3M makes only the 3M Limited Warranty, and does not warrant any Other Product Information.
- 3M has no obligation under the 3M Limited Warranty as to Product that has been: (a) modified, altered or processed in any manner; (b) stored, applied, installed, or used in a manner other than that 3M recommends in this document and in all Other Product Information; (c) damaged through contact with a person or thing, misuse, accident, neglect, or other action by anyone other than 3M; (d) improperly installed, including, without limitation, installation after the expiration of the Product's shelf life or installation without proper surface preparation; (e) exposed to excessive heat, humidity, dirt or UV light; or (f) installed on a glass application surface or in a non-vertical application.
- 3M must receive any 3M warranty claim in writing no later than (a) the end of the applicable Warranty Period or (b) the discovery of the 3M warranty claim, whichever is earlier.

Exposure Angles and Warranty Period

Exposure Type	Exposure Definition	Diagram	Warranty Period
Vertical	The face of the film is less than 10 degrees from vertical.		Warranty period is 100% of the Vertical Warranty.
Downward or Protected	The face of the film is angled downward less than 30 degrees from horizontal, or is completely protected under an overhanging surface with no exposure to sunlight.		Warranty period is 120% of the Vertical Warranty.
Non-Vertical	The face of the film is greater than 10 degrees from vertical, and greater than 10 degrees from horizontal.		Warranty period is 50% of the Vertical Warranty.
Horizontal	The face of the film is 10 degrees or less from horizontal.		No warranty.

Technical Information

Technical information, guidance, and other statements provided by 3M are based upon records, tests, or experience that 3M believes to be reliable, but the accuracy, completeness, and representative nature of such information is not guaranteed. Such information is intended for people with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. No license to any intellectual property rights is granted or implied with respect to this technical information.

Product Selection and Use

Many factors beyond 3M's control and uniquely within user's knowledge and control can affect the use and performance of a 3M product in a particular application. Customer is solely responsible for evaluating the product and determining whether it is appropriate and suitable for customer's application, including conducting a workplace hazard assessment, reviewing all applicable regulations and standards, and reviewing the product label and use instructions. Failure to properly evaluate, select, and use a 3M product in accordance with instructions or to meet all applicable safety regulations may result in injury, sickness, death, and/or harm to property.

Warranty, Limited Remedy, and Disclaimer

Unless a different warranty is specifically stated on the applicable 3M product packaging or product literature (in which case such warranty governs), 3M warrants that each 3M product meets the applicable 3M product specification at the time 3M ships the product. 3M MAKES NO OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTY OR CONDITION OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR ARISING OUT OF A COURSE OF DEALING, CUSTOM, OR USAGE OF TRADE. If a 3M product does not conform to this warranty, the sole and exclusive remedy is, at 3M's option, replacement of the 3M product or refund of the purchase price.

Limitation of Liability

Except for the limited remedy stated above, and except to the extent prohibited by law, 3M will not be liable for any loss or damage arising from or related to the 3M product, whether direct, indirect, special, incidental, or consequential (including, but not limited to, lost profits or business opportunity), regardless of the legal or equitable theory asserted, including, but not limited to, warranty, contract, negligence, or strict liability.

Commercial Branding and Transportation

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