



Introducing

The Welder's Choice

Your opportunity to grow sales in 2026 

Thank you for a successful 2025!



8,000+

New to 3M Right
Angle Customers

58%

Started Purchasing Fibre Discs
or Clean & Strip

37%

Growth for 3M's
Hero Products

3M

Cubitron™ 3
Performance Abrasives



The Industry Challenge:

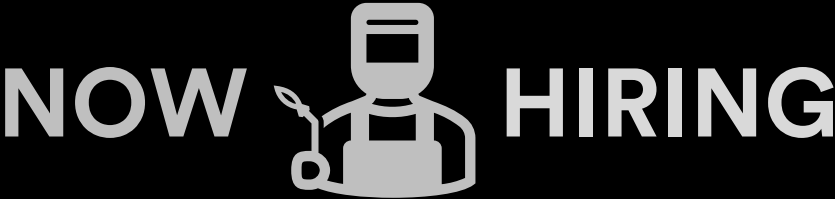
The labor deficit, notably among welders, is becoming more evident.

Current Openings	+ Industry Growth Increased number of jobs	+ Anticipated Attrition Professionals retiring, advancing, changing industries, etc.
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Source: American Welding Society

= PROJECTED OPENINGS

(80,000 avg/year, 2025-2029)



Are your current and potential customers turning to you to address this challenge today?



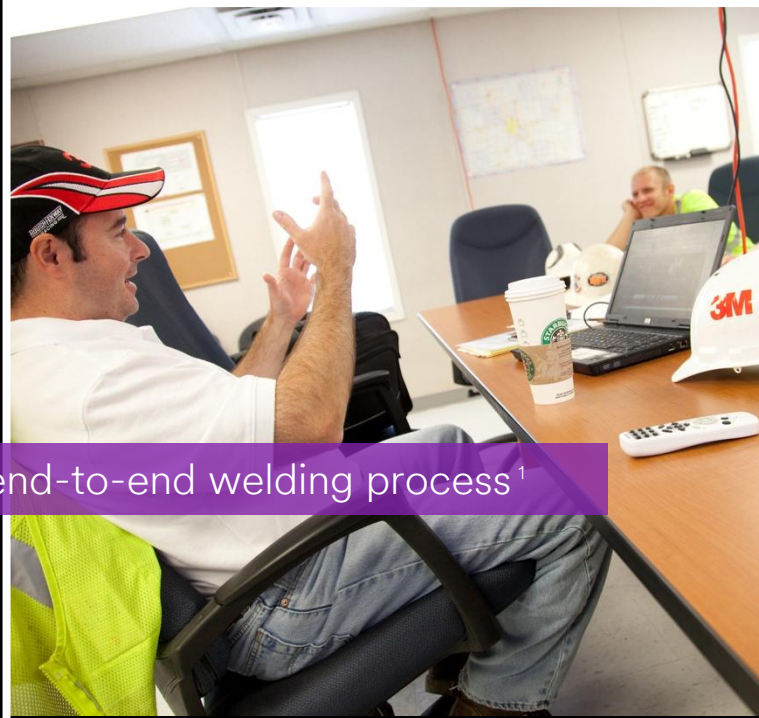
Where are you on their list of problem solvers?

Using 3M comprehensive solutions for welding challenges, you can uncover more opportunities within the account...



Up to 40% more speed in an end-to-end welding process¹

Production Manager + Welders



Safety Manager



Design/Manufacturing Engineer

3M Abrasive Systems + 3M Personal Safety

3M Industrial Adhesives and Tapes

...if you sell together, you become a one stop shop.

3M enables you to sell and win, based on how YOU sell.

Campaign content for all the ways you go to market – A cohesive customer experience from what they see online, to what's in your stores, to what they get called about from an inside sales rep, or how they get engaged by the field generalist or specialist rep.



Generalist Sales



Specialist Sales



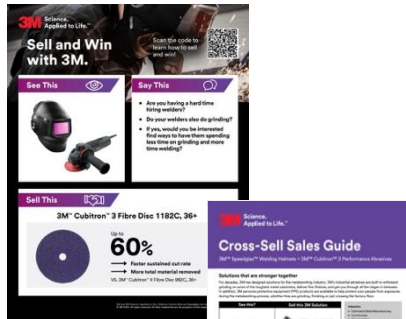
Inside Sales



ECommerce & Digital



Retail Branches



Sales Guides



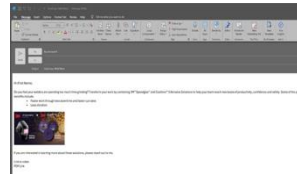
Customer Samples



Online Training



Hands On Training



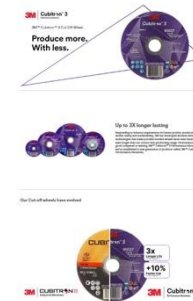
Email Templates



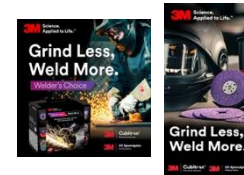
Product Videos



Flyer



Rich Product Content



Banners and Social Media



In-Store Displays



Small Quantity Product Kits and Contests

The Welder's Choice Campaign in 2026



Abrasives + Personal Safety

70% of content in marketing toolkit new for 2026



Cross Sell Leads + Simple Sell Sheets

Co-Branded Product Selection Guides with Prominent Safety Message

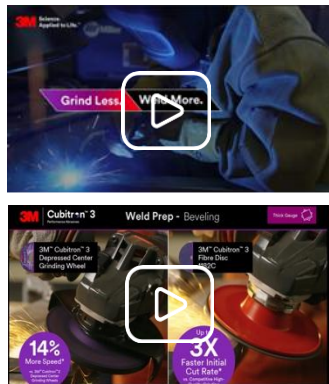


Co-Branded Print Ads + Tradeshow Materials (not shown)

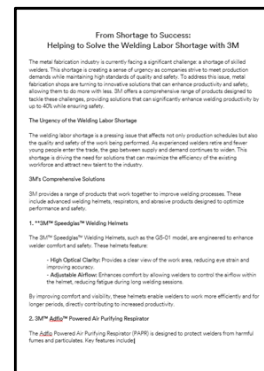


In-Person or Virtual Training
+
Joint Sales Calls
Documenting Cost Savings

Retail In Store Displays



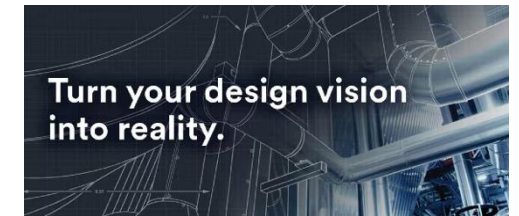
Customer-Ready Sample Packs



E-Commerce Friendly Small Packs, Videos (15 sec – 2 min), Social Reels, Banners, Articles, Emails

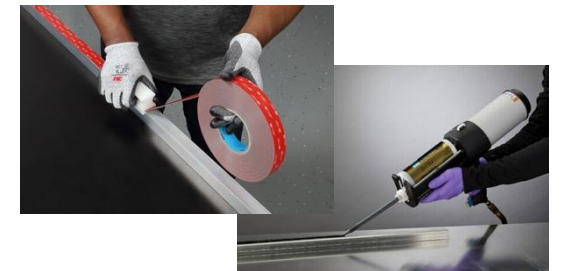
Industrial Adhesives and Tapes

Separate Audience, can run in parallel with ASD/PSD efforts



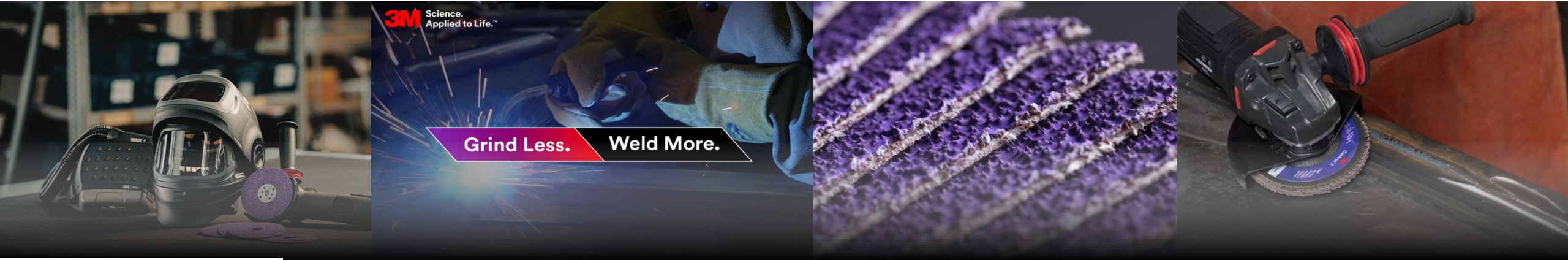
Step 1: Get introduced to your customer's engineering team
(Ask For An Engineer)

Step 2: Introduce the engineers to your 3M IATD rep, who will then help you coordinate Lunch & Learns, Design Reviews and Testing, Prototype Builds, etc.



The Welder's Choice Campaign in 2026

Hero Products



The Welder's Choice



3M™ Cubitron™ 3
Fibre Discs



Scotch-Brite™
Clean and Strip
XT Pro



Scotch-Brite™
Heavy Duty Precision
Surface Conditioning Disc



3M™ Cubitron™ 3
Depressed Center
Grinding Wheel



3M™ Cubitron™ 3
Cut-Off Wheel



3M™ Cubitron™ 3
Flap Disc 1169F

New!

New Product Spotlight | 3M™ Cubitron™ 3 Flap Disc 1169F

Performance and versatility.

Up to

82%

More
life²

Up to

85%

More
speed³

vs. a competitive alumina zirconia flap disc

*Game changing performance
and versatility for operators!*

NEW

40+
60+
80+

4", 4.5", 5", 6", 7" discs

Re-engineered
3M Precision-Shaped Grain

1,2 - Claim details provided on final slide

New Product Spotlight | 3M™ Cubitron™ 3 Flap Disc 1169F

Differentiated by innovative abrasive technology



**Now
Available!**



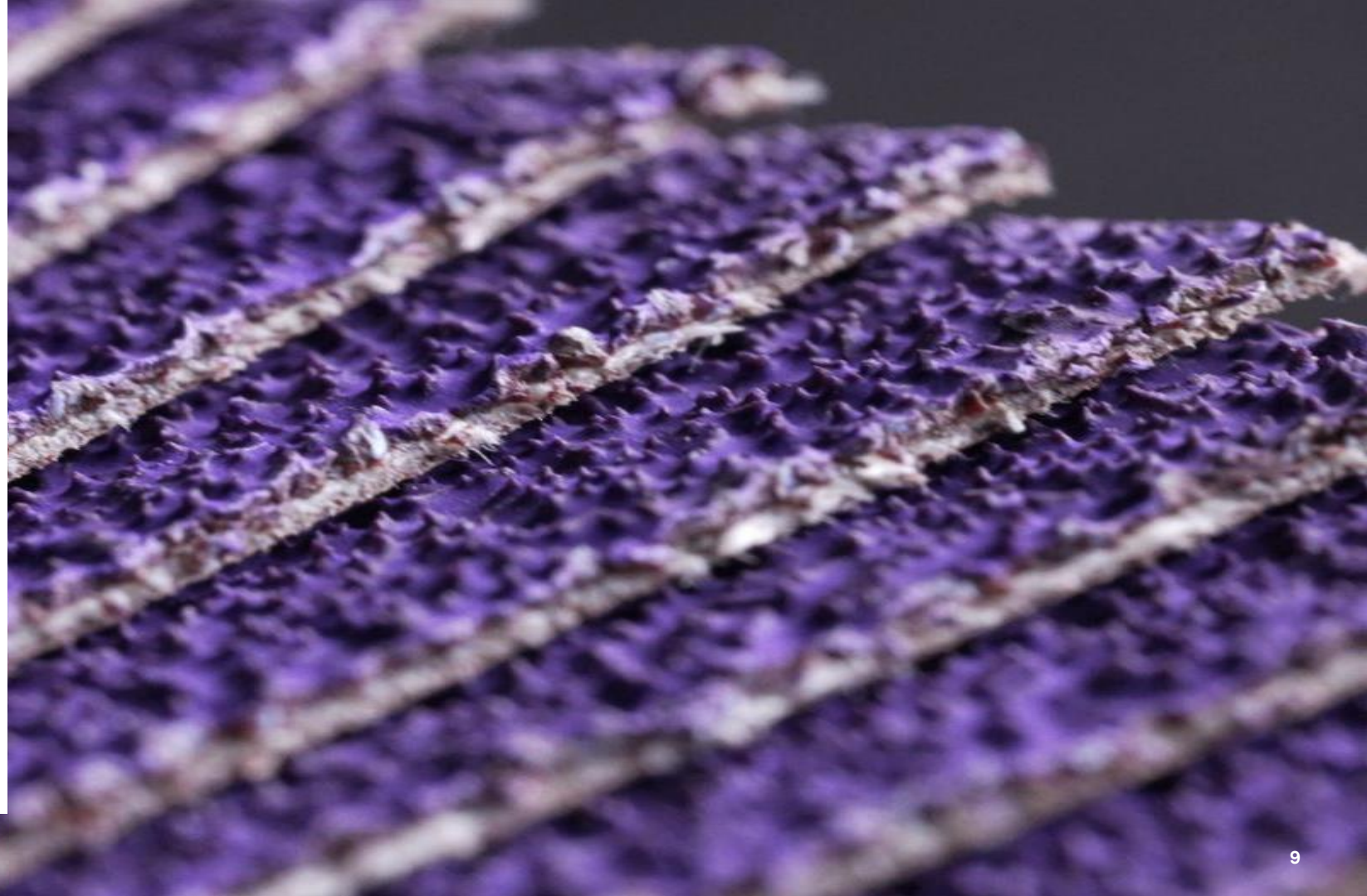
3M Re-Engineered Precision-Shaped Grain

- ▶ Medium-high pressure applications
- ▶ Polyester backing
- ▶ Best 3M flap disc for long life and speed, plus requires less operator pressure
- ▶ Highest productivity delivered
- ▶ Size (inches): 4, 4.5, 5, 6, 7

Grade	40+	60+	80+
			
			

Type 27

Type 29



Where is the opportunity to grow your business with 3M flap disc products?



Training materials available



If a company uses right angle grinders today in medium to high pressure applications, 3M has the tools to help them:

- ✓ do their work faster and more efficiently
- ✓ save on process costs
- ✓ result in less operator fatigue

Focus on major target markets...



Fabricated structural metal

- Ship and boat building
- Rail
- Oil and gas infrastructure
- Architectural and structural steel (bridges, building)



Automotive and marine vehicle

- OEM
- Tier suppliers
- MRO facilities



Machinery and equipment

- Agricultural construction
- Mining
- Industrial and general-purpose machinery
- Food processing equipment
- Appliances



General metalworking

- Boiler, tank and vessel
- Shipping container
- Machine shops
- Industrial equipment
- Other fabricated material

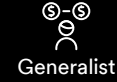
...and more applications than before!



Ideal for medium to high pressure jobs where the quality and finish are crucial.

Training for Your Teams to Be Successful

Understand 3M product differentiation and how to overcome objections to show the customer real value and sell and win!



Generalist



Specialist



Inside Sales



eCommerce



Retail



We equip your teams based on their needs and availability



Generalist Sales Rep Training:

- Short Webinars
- Quick Lunch and Learn Tutorials
- Sales Guides
- Videos
- Customer samples



Specialist Sales Rep Training:

- Certification
- Onsite training
- Value selling tools
- Demo bag
- Customer samples



Inside Sales Rep Training:

- Live stream demo
- Role play call training
- How to send out customer samples

Collaborating with 3M on Large Accounts, Independently Selling and Winning with Small and Medium Accounts

Work with our 3M abrasive sales experts on the key accounts to providing higher quality service. For small and medium size accounts, using 3M marketing and training so you can sell and win independently. This is how we can work stronger together and grow sales in 2026!



3M is committed to supporting you in large accounts and training you to succeed in medium and small accounts.

3M Sales + Application Engineering



Generalist Sales



Specialist Sales



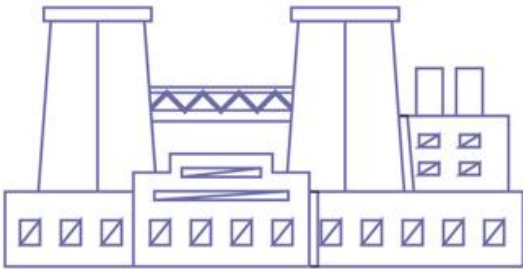
Inside Sales



ECommerce & Digital



Retail Branches



Large End Users



Medium End Users



Small End Users

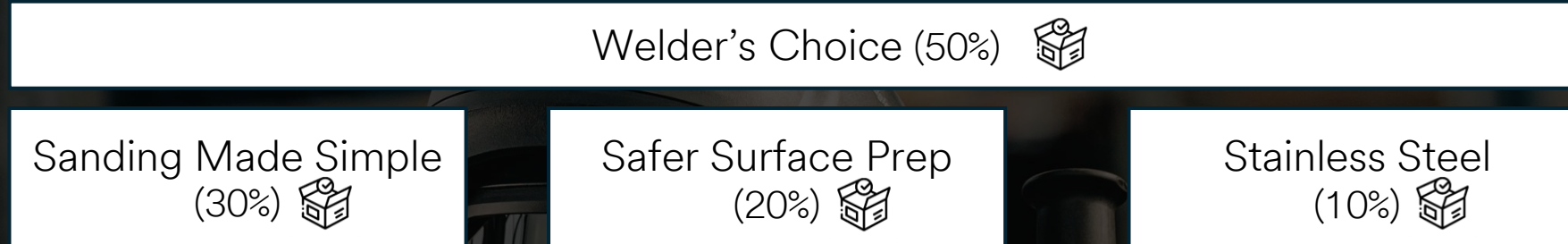


Micro End Users

3M's 2026 Marketing Program

Produce More, with Less.

Anticipated Brand Investment Split



Advertising Channels

Google | Amazon | Facebook | The Fabricator | Weld.com



Cubitron™ 3
Performance Abrasives



Speedglas™
Welding Safety



The information contained in this ppt is intended for industrial/occupational use by persons with the knowledge and technical skills to use such information. It is supplemental only and is not intended to replace the detailed information found in written 3M product instruction and installation manuals. For additional information, including important safety and warranty information, regarding 3M products, please refer to 3M Product Literature available upon request.

¹Process time recorded during testing in a selected metal fabrication processes. Performance solution of 3M Cubitron™ Fibre Disc and 3M™ Adflo™ Powered Air Purifying Respirator System with 3M™ Speedglas™ G5-01 Series Welding Helmet and hearing protection compared to a conventional solution of high-quality ceramic grinding wheel and 3M™ Speedglas™ 100 Series Welding Helmet with separate half face piece respirator, grinding shield, hearing protection, and safety glasses.

^{2,3}Results are based on an automated, 37.5 minute, medium pressure test on 1045 steel using 4.5 inch 40 grit flap discs on a servo motor.