



#Color2018

Global Brand Consistency

Advancing Graphic Communications



**PRINTING
INDUSTRIES
OF AMERICA**

How **3M** Makes It Happen

3M Science.
Applied to Life.™



Who knows what the 3 M's stand for in 3M?

3M Minnesota Mining Manufacturing


200	Approximate number of countries with sales	
\$30B	Total sales	
5	Business Groups <ul style="list-style-type: none"> •Electronic & Energy •Consumer •Health Care •Industrial •Safety & Graphics 	
90,000	3Mers globally	
109,000	Patents	
100	Straight years of dividends	
1 of 30	Companies on the Dow Jones Industrial Index	





with claims of non-
Christ (kriste) noun Jesus, the figure that
Christians worship
as the son of God.
This mosaic of Christ
was made in the
12th century.

Christ



...e-an-uh-tee) **noun** The
e and teachings of
that Jesus is the son of
o that, after death, the
en. ▷ **noun Christian**

noun The Christian
s that celebrates the
ural Christmases

Kid: "Mom! I
found a picture
of the guy who's
name you're always
saying when you're
mad at me."

700 printers in our **GLOBAL** network

Set **Expectations**

No longer is pink defined as the inside of a baby polar bears ear!

Achievable

Print **Quality** Management Program



. . . **consistent** reproduction of commercially printed packaging across all 3M Business Groups brands. These requirements are intended to provide direction to any resource that plays a role in achieving print quality.

... 公司印刷质量管理 (PQM) 计划旨在为连续一贯复制所有 **3M** 企业集团品牌旗下商业印刷包装以及印刷产品提供相关信息。这一系列要求的意图是为对于达到印刷质量发挥作用的任何资源提供指导。

The information contained in this document provides information related to standards, equipment, tolerances and sampling **expectations** that must be used to assess and control 3M Business Groups brands.

Global Brand **Consistency**



RD-1200 – Industry Best Practices

- Expectations
- Color Tolerances
- Instrumentation
- Viewing Conditions
- Color Targets
- Ink Draw Downs
- Delta E Tolerances
- Print Sample Submission
- Color Bar Requirements

There were (and continue to be) **challenges**

Challenges

- Sub-par printers lack capabilities
- Outsource relationship – loss of control
- Lack of quality controls (or no quality controls)
- The printer tries to manage us – “we have always done it that way”
- Lack of effort
- Accountability
- Different ideas around what success looks like
- Volume is small – hard to optimize
- Quality has a price
- I never saw RD-1200, and if I did, I could not read it!
- Internal lack of understanding

Those **challenges** became our **solutions**

Solutions

- Corporate General Specification – attached to ALL print orders
- Translated into multiple languages
- Offered a direct line of contact to the Print Quality Manager
- Confirmation page . . . Conformance
- Provided the printer context (the why)
- 3M push back
- Alignment with sourcing . . . Sourcing is your friend
- Checking-in . . . Are they following through? Did new concerns arise?
- Help the printers succeed
- Internal discussions and teachings

Tracking **progress**

Data/Metrics

- Readings . . . Draw downs & press sheets and we document the results
- Reaching out for help
- Printers are making quality improvements
- Business is being moved due to printer capabilities/quality
- Other programs and opportunities
- Store-walks

To wrap it up

- Set expectations
- Make sure your printer understands the why
- Set up to succeed
- Track the progress so you know where to enhance

Thank you!