

**3M** DI-NOC™ Architectural  
Finishes

# New Collection 2021-2023



# 2021 New Products

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**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

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## 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


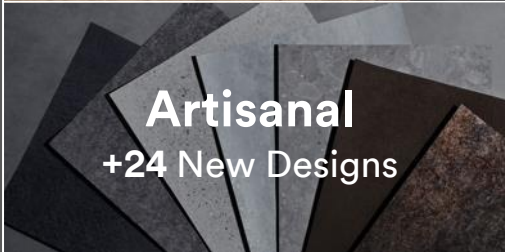

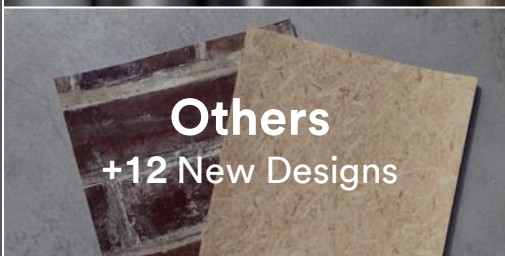
The metallic palette series, which allows systematic selection of texture and color, enables more efficient design work.





# 2021 New Products / Summary

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	Series :	Key Message :	Note :
 <div>Premium Wood +15 New Designs</div>	<ul style="list-style-type: none"><li>• Wood x 15</li></ul>	Realer than Real	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.
 <div>Artisanal +24 New Designs</div>	<ul style="list-style-type: none"><li>• Concrete, Mortar, Plaster x 8</li><li>• Ceramic, Terracotta x 4</li><li>• Stucco x 4</li><li>• Plaster over metallic foil x 2</li><li>• Oxidized Metals x 3</li><li>• Metallic Textile x 3</li></ul>	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.
 <div>Metallic Palette +25 New Designs</div>	<div><div><div><div><div>Finish x 5</div><ul style="list-style-type: none"><li>• Matte</li><li>• Semi-matte</li><li>• Hairline</li><li>• Oxidized</li><li>• Random Line</li></ul></div><div>Color x 5</div><ul style="list-style-type: none"><li>• Light Gray</li><li>• Neutral Gray</li><li>• Middle Gray</li><li>• Dark Gray</li><li>• Champagne Gold</li></ul></div><div>×</div></div></div>	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.
 <div>Others +12 New Designs</div>	<div><div><div><div><div>Felt x 2</div><div>Chipboard x 1</div><div>Brick x1</div><div>Stone x 2</div></div><div>(DG Series x 4 )</div><div>(AR Series x 1 )</div><div>(PS-MT x 1 )</div></div><div></div></div></div>	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.

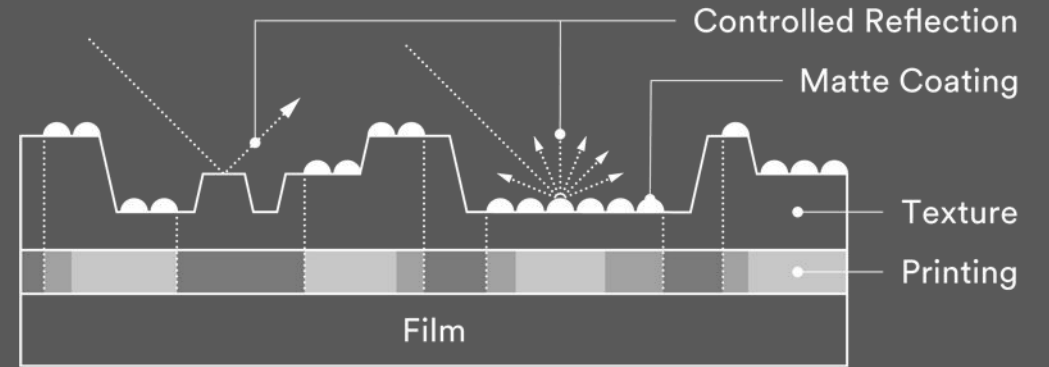
# Premium Wood / +15 Designs

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 :



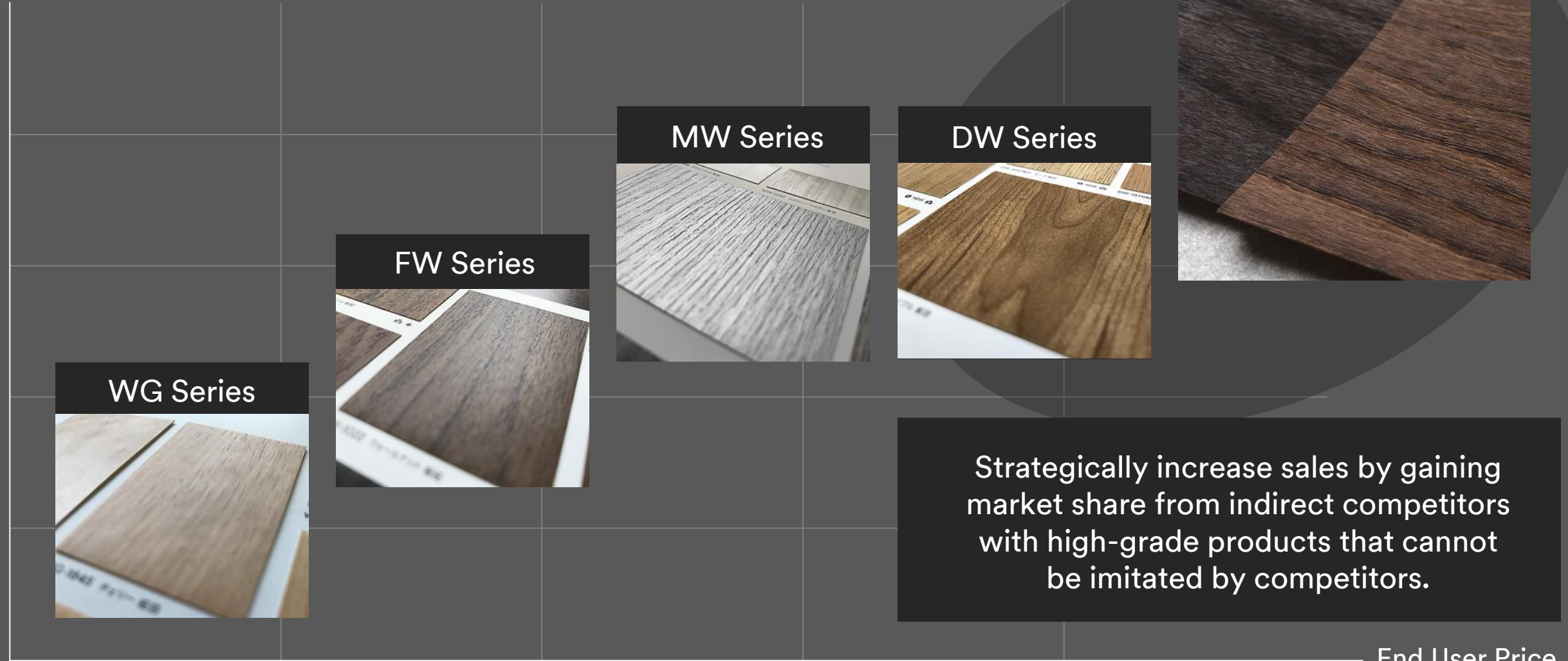
# Realer than Real



# Positioning & Pricing of Wood Grain Series

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Design Quality





# Premium Wood

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- 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

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



# Plaster on Metal

- AE-2154
- AE-2155

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# Terracotta / Ceramic

13

- 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

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



# Metallic Palette

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

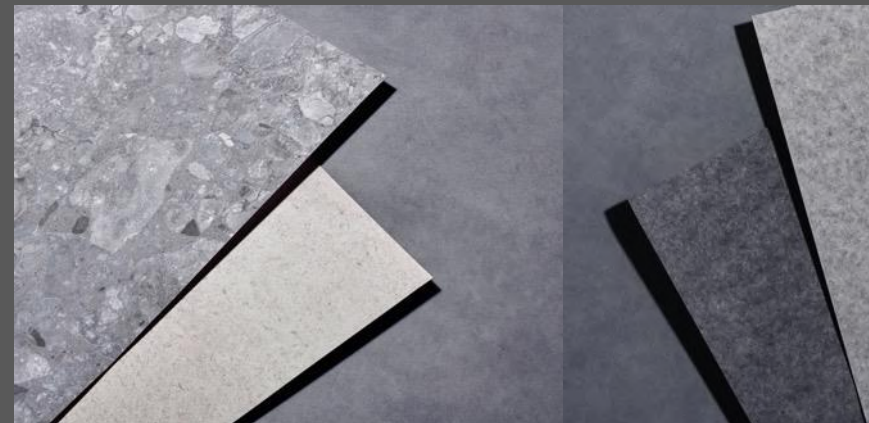


# Others / +6 Designs

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.



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# Creative Freedom



# Others / +6 Designs

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

# Creative Freedom





# 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  
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# Chipboard

- AE-2168





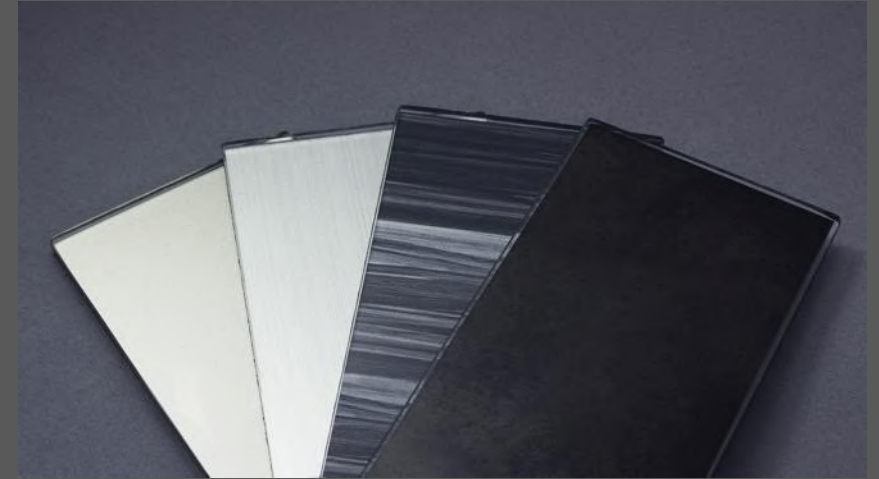
# Others - DG Series / +4 Designs

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.



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# Creative Freedom



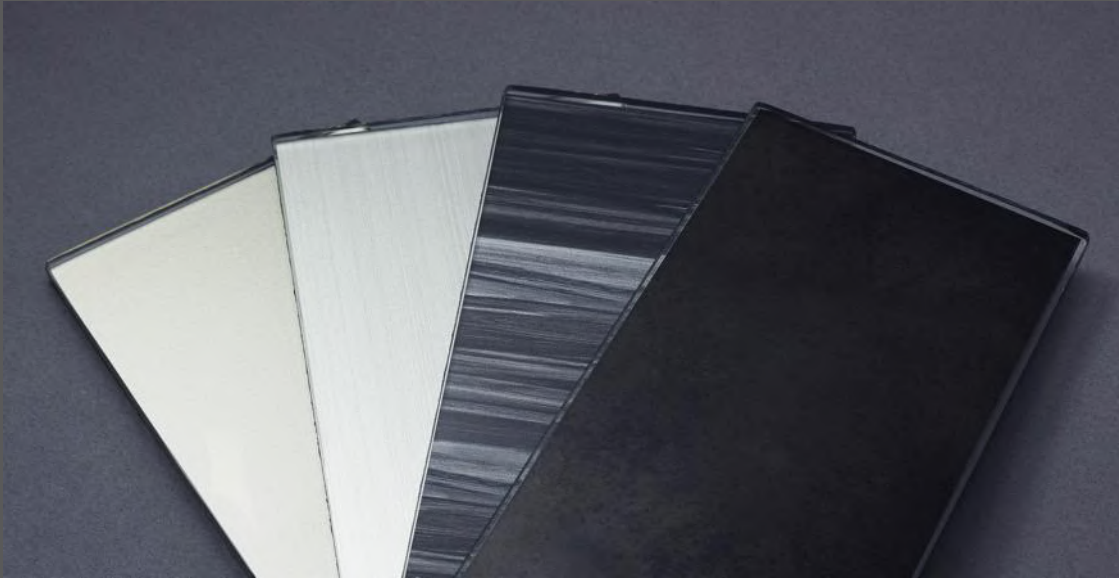
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Key messages : **Creative Freedom**

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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.



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

# Creative Freedom

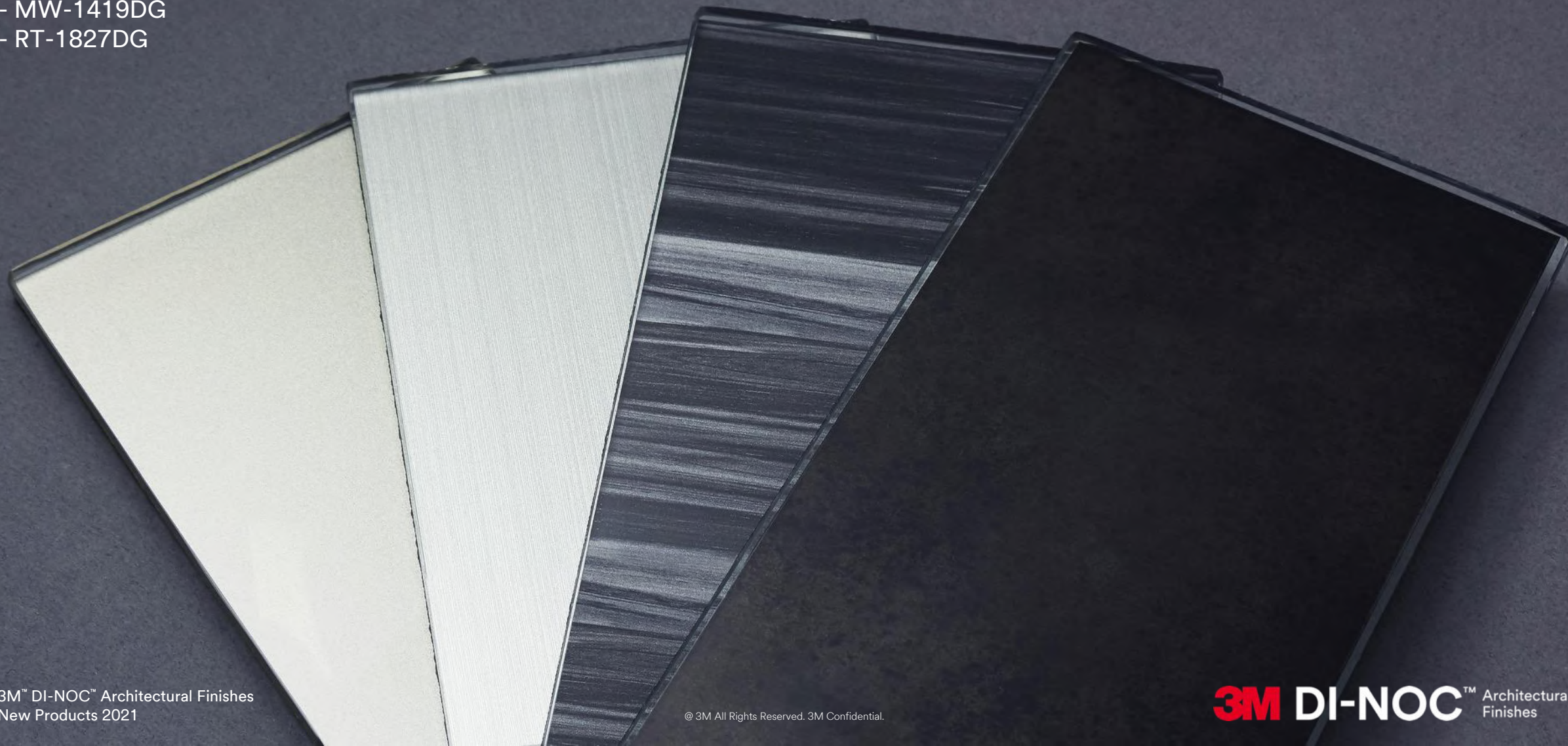




# DG Series

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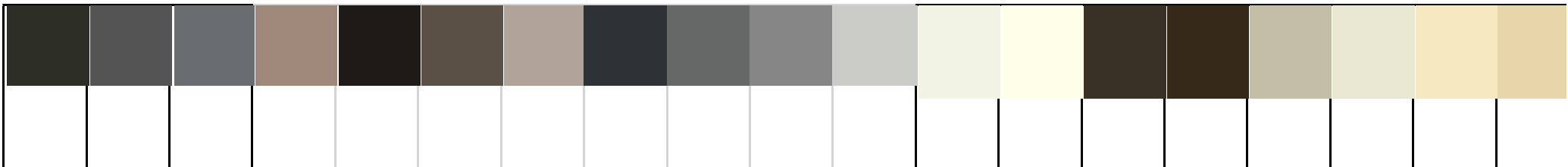
- PA-180DG
- ME-1434DG
- MW-1419DG
- RT-1827DG





# 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