



ARCHITEXTURAL™

*Surface. Designed.*

*No ordinary vinyl, no ordinary finish.*



# THE LEADING 3M EDGE

Not all films are created equal...  
this is the 3M™ DI-NOC™ difference

*No ordinary vinyl, no ordinary finish.*



## DURABILITY IS CRITICAL

The majority of the 3M™ DI-NOC™ range are made from durable cast PVC, which provides a typical durability of 12 years. As a higher quality product versus some competitive architectural finishes, 3M DI-NOC offers up to 5 times more dimensional stability which means less shrinking! Other films on the market are often polymeric calendered films, which can mean that they can start to shrink in time.

Cast PVC films also conform more easily on 3D areas, which means you can achieve a higher level of finish around edges and corners which can look much more realistic.

The idea of architectural finishes is to mimic the look and feel of real materials... using a quality product will allow you to achieve this.

Application of larger areas may require a join in the material, but using a premium finish has more aesthetic benefit. A calendered product may require overlaps or cut and fold methods rather than a butt or splice join where the film is applied side by side to create a smooth join. 3M DI-NOC films can be joined with a splice to allow a smooth and seamless finish on larger areas, which is a real win for designers. Using this method results in a better level of finish.

## *No ordinary vinyl, no ordinary finish.*

**Every surface is a potential project for architects and designers to rehabilitate any space in a sustainable way, thanks to 3M™ DI-NOC™ architectural finishes.**

Unlike any other self-adhesive film, 3M DI-NOC has been around for over 50 years, with proven high-quality industry applications. The 3M brand name is synonymous with trust and DI-NOC is no exception to this. As a premium cast surface finish, it is more than just another vinyl. It can offer the superior performance required for demanding 3D applications within interiors.

The 3M DI-NOC range offers the most realistic and forefront designs created using 3M technologies. Both physical and chemical properties outperform other films, as DI-NOC is designed to provide the most durable option for refurbishment and design projects. Coupled with industry leading testing methods and warranties.



## CREATE COOL DESIGN

- Create the perfect finish for your design with 1000+ pattern choice
- Latest design trends and wide variety of finishes
- Conformable cast films create seamless designs
- Superior surface finishes with specialist abrasion resistant or ultra matte top coat
- Broaden design possibilities to transform application surfaces and shapes
- Eliminate the practical constraints of using natural materials
- Simple cleaning and maintenance

Architextural, part of William Smith Group are the UK's largest stockist of 3M™ DI-NOC™, supplied and installed by 3M endorsed installers.



# PEACE OF MIND

## FIRE TESTED

All 3M™ DI-NOC™ films meet CE and EN 13501 fire certification standards, giving both installers and end users peace of mind.

With the 3M brand, you can be assured of rigorous and extensive testing and classification standards to meet performance regulations required for wall coverings, in order to protect your business.

## IMO APPROVED

International Maritime Organisation Certificate of Approval to use DI-NOC Decorative Film for Fine Coverings on boats.

# CONFIDENCE

# CHOICE

**With 1000+ patterns to choose from, you really can create the perfect finish for your design scheme.**

Variety is the spice of life and with more than **1,000 dynamic patterns** in the collection you really are spoilt for choice. With more unique patterns and specialist ranges than any other brand, 3M™ DI-NOC™ is the leading choice for architects when specifying film for interior design projects.

Providing a multitude of options, such as Abrasion Resistant, Exterior and Ultra Matte finishes, 3M DI-NOC offers high-impact results and sophisticated designs. Not to mention the finishes are available in a number of in vogue patterns, such as matte, wood, concrete, textile, metallic and more, which recreate the look of natural materials.

# MOOD



# CLEANABILITY

**Keeping surfaces clean and sanitized is more important than ever.**

3M™ DI-NOC™ Architectural Finishes can be easily cleaned and disinfected for added peace of mind without deterioration of the surface finish. Just like stainless steel and other hard, non-porous surfaces, 3M DI-NOC films are durable and compatible with many traditional commercial disinfectant cleaners.

The PS Series of solid colours also have antibacterial preservatives which are added to protect the products from degradation from microbes such as mould and fungus.

Stain and chemical resistance is also high. 3M DI-NOC has undergone rigorous testing to show effects of contact with various substances including coffee, wine, tea, detergents or hydrochloric acid with no change detected after 24 hours.



# IT'S STRONG

**3M™ DI-NOC™ is streets ahead of the competition, and it's proven.**

After undergoing vigorous testing, you can have peace of mind in the long term. The wear and tear resistance of 3M DI-NOC is just as strong as HPLs and with 4 times more resistance to scratching over painted surfaces, which is critical for areas on walls, tables, counters etc. It's actually twice as resistant to abrasive wear than some competitive architectural finishes, which equates to less visible damage.

Impact tests also demonstrate higher performance than paint and competitive substrates. 3M DI-NOC resists impact in commercial buildings to maintain it's structural integrity even when knocked with everyday items. Twice as strong as other films, its impact resistance is important for protecting appearance over time against marks and damage in high traffic areas.

3M DI-NOC is also superior in terms of abrasion resistance, which is far superior to other solutions, such as paint and wallpaper. Perfect for a long-term refurb solution, it is a highly resistant option against everyday wear and tear.



## UV RESISTANT

One of the biggest benefits of 3M™ DI-NOC™ lies in its UV resistance. You want to ensure the product looks just as good in future years as the day it was installed. With an average of 6 times more UV resistance than other lesser architectural finishes, and a lot more on certain patterns, you can be assured the colours look as they should in coming years too.

It's not just exteriors that are affected, remember fading can occur from sun exposure on interior surfaces through windows. Even some of the interior finishes are warranted outside for 5 years. Fade can also affect furniture inside but in direct sunlight.

**Make sure you choose a film you can trust!**



## SUSTAINABLE

**By reusing existing fixtures, it will not only reduce costs, but it will also contribute to a sustainable use of resources.** Upcycling interiors also stops unnecessary waste going to landfill – a win-win for both the customer and the planet.

Using 3M™ DI-NOC™ within a building refurbishment also contributes to LEED credits on interior or furniture reuse.



FRESH

# VALUE ENGINEERING

**When design budgets are tight, architectural finishes have proven to be a cost-effective method to achieve the same look and feel of natural materials at a fraction of the cost, even using existing surfaces.**

Offering a cost-effective solution, with superior results, the reuse of current fixtures by renovating with 3M™ DI-NOC™ is generally 1/6 to 1/8 of the cost compared to investing in new interiors. Cost over time is also considerably less using 3M DI-NOC, when factoring yearly maintenance, not just the initial outlay.

Not to mention there are also fewer planning regulations and architect fees when using this method.



# VERSATILE

Not only can you apply 3M™ DI-NOC™ virtually anywhere, but these architectural finishes are also incredibly easy to apply by approved installers. As they are applied in situ, businesses can continue to operate without any disruption, noise, mess or waste, unlike rip out methods.

With a Comply 'bubble free' adhesive, the flexible films enable installers to perform a bubble-free application directly onto existing substrates, with less likelihood of errors.

Providing a seamless finish on complex shapes, 3M DI-NOC offers a sharp, almost invisible edge line and can form around corners in a one-step wrapping process with a single piece of material. There's no need for edge banding and you achieve a better finish!



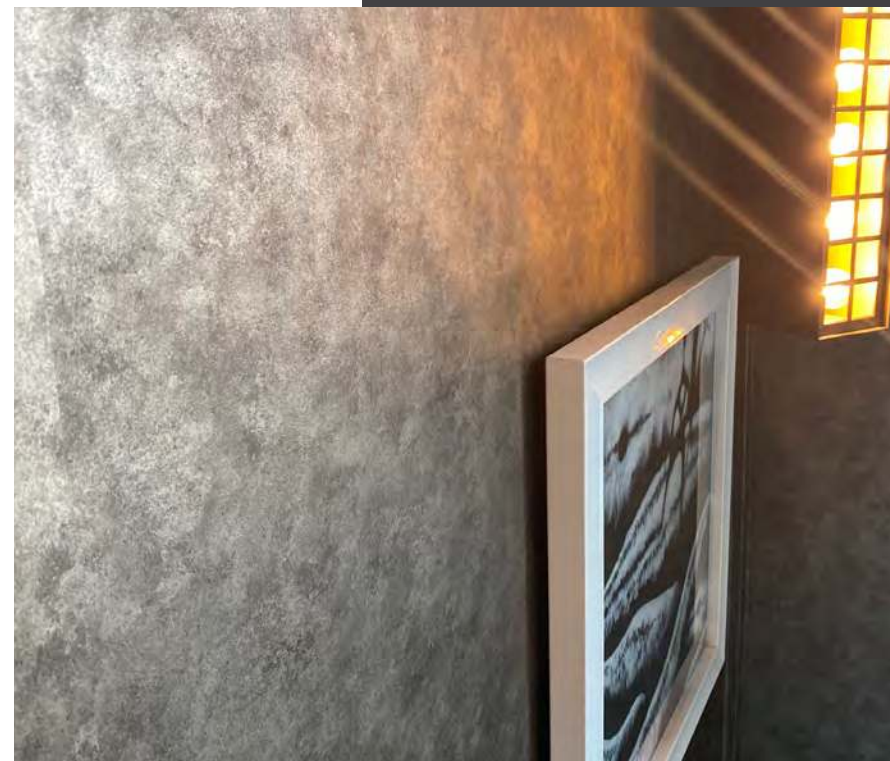
# WOOD COLLECTION

**3M wood collection looks and feels more superior in texture and design quality.**

Choice of Dry Wood, Premium Wood, Metallic Wood, Fine Wood and Wood Grain.

Covers all wood species, colours, grains and textures to provide a realistic faux finish.





## METALLIC COLLECTION

Wide variety of metallic designs including oxidized finishes, metal leaf designs, cross hairline and brushed embossing.

Unique colour change effect finishes or metallic carbon.

# SUEDE & LEATHER COLLECTION

**3M™ DI-NOC™ faux finish suede and leather collection  
create unrivalled texture on existing surfaces.**

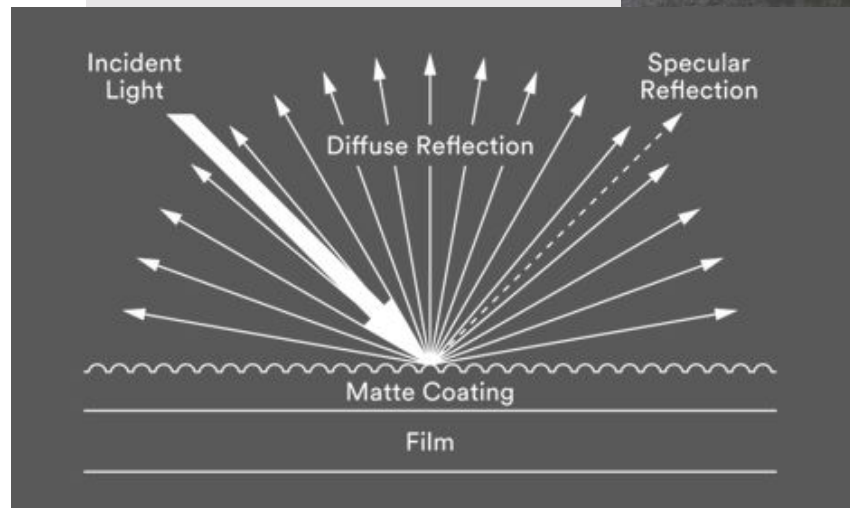
Wide choice of colours and grains to resemble durable leather  
and new suede collection that you have to see to believe.



# MATTE COLLECTION

Exclusive award winning selection of colour, wood grain, stone, textile and metallic finishes with matte coating technology.

Unique fingerprint resistant top coat for unrivalled performance. Superior texture... Other films are often uniform matte with no deep embossing or matte intonation.





# COLOUR COLLECTION

With a wide colour palette for when you want a simple colour change application, 3M™ DI-NOC™ offers great choice.

Choice of solid colours, ultra matte finishes, and high gloss variants for all your design needs.

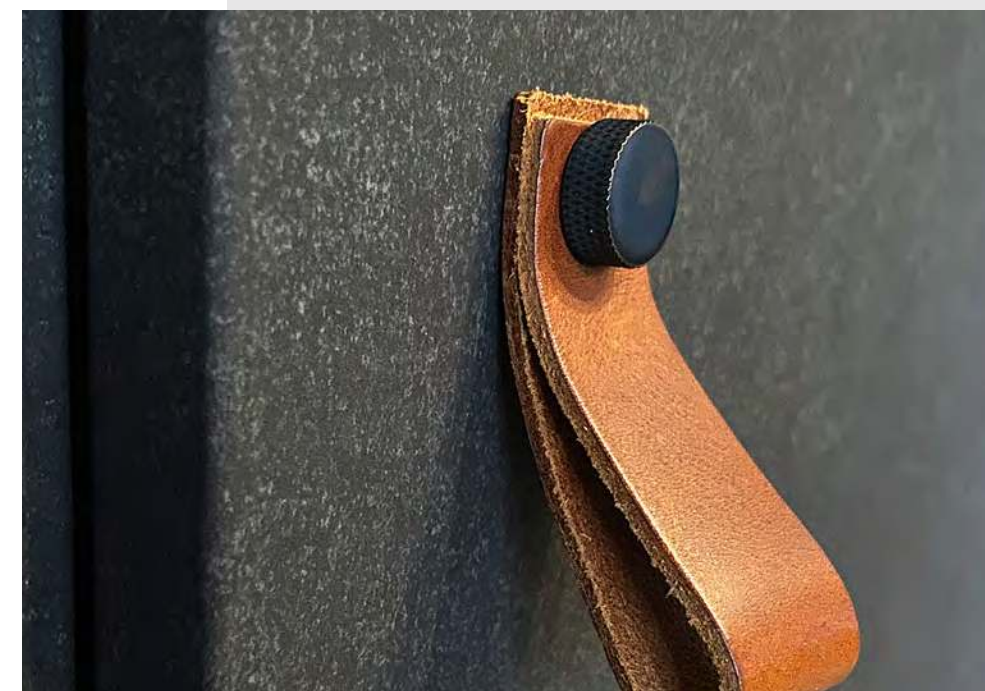


# STONE & MARBLE COLLECTION

**Real marble or stone substrates can be hugely expensive and have heavy weight restrictions within design schemes.**

Recreate luxurious stone finishes with 3M™ DI-NOC™ to allow for in vogue concrete, opulent marble or ceramic tile without the hassle.





## FABRIC COLLECTION

Create plush fabric effects using 3M DI-NOC's range of fabric films. The textile collection comprises of silks, weaves, linens and more. Perfect for creating ambience and stylish schemes in any setting.

# ABRASION RESISTANT

Specialist hardwearing range matching standard patterns but with additional top coat.

This reduces visible scratches in high traffic areas, where additional protection is needed.

Perfect for horizontal applications.



## EXTERIOR

EX Series has both long term weather resistance and ease of cleaning.

Used for finishing building exterior surfaces such as panels, louvres and doors.

# INSTALLATION

3M™ DI-NOC™ surface finishes are a premium refurbishment solution. A skilled installation is necessary to ensure a professional finish for your interior design projects. Using a recommended 3M Endorsed Installer ensures application standards remain high and you achieve the results you demand.

Due to the versatility of the range, these films can be applied onto so many surfaces, meaning it is critical to consult with a skilled installer before commencing any project.

Its not just the surface and environment that needs to be considered before the application of architectural film. Is the pattern suitable for application on the chosen surface? Does it require stretching? Does the material require a join, if so will you be able to achieve a seamless finish with a splice join? What about edges and corners?

Your 3M Endorsed Installer will be able to advise you on all aspects of the installation.

Please get in touch to find your nearest installer, visit us at [architextural.co.uk/find-an-installer](http://architextural.co.uk/find-an-installer).



## REFURB WITH FILM IN 3 STEPS

Choose your sample from 1000+ stock.

1.



Find a professional - contact your local 3M Endorsed Installer.

2.



Installation and refurb complete.

3.



How to turn your project into reality.





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