



# Performance Masking Tape 301E

## Product Data Sheet

September 2014  
Supersedes: New

### Product Description

3M Performance Masking Tape 301E is a chamois coloured, latex saturated crepe paper coated with a rubber resin adhesive

### Key Features

- A balanced product where its temperature performance allows air drying and oven curing of paint systems up to a maximum of 100°C for 1 hour with clean and easy removal.
- Suitable for Infrared / UV curing.
- Good solvent and moisture resistance.
- Crepe paper backing for conformability that will maintain integrity when formed around corners.
- Backing saturated for easy tear – resists slivering yet hand tearable.
- Rubber adhesive with instant adhesion.
- Good holding power that resists lifting or curling and helps reduce rework.
- Special backsize treatment controls unwind and helps reduce waste.
- Designed for indoor use only. Tape should not be subjected to outdoor exposure or prolonged periods of sunlight as product may become very difficult to remove.

### Physical Properties

|               |             |
|---------------|-------------|
| Adhesive Type | Rubber      |
| Backing Type  | Crepe paper |
| Tape Colour   | Chamois     |

### Performance Characteristics

|                                   |                  |
|-----------------------------------|------------------|
| Adhesion to Steel<br>AFERA 5001   | 9 N/25mm         |
| Tensile Strength<br>AFERA 5004    | 95 N/25mm        |
| Elongation at Break<br>AFERA 5004 | 10 %             |
| Thickness<br>AFERA 5006           | 0.150 mm         |
| Temperature<br>Performance        | 100°C for 1 hour |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Storage</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Store in clean dry place. Temperature of 21 °C and 50 percent relative humidity are recommended.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Shelf Life</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 3M 301E has a shelf life of 12 months from date of dispatch from 3M when stored in the original carton at 21°C & 50% Relative Humidity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>For Additional Information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       | For additional product information, please contact us at the address here below.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Important Notice</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | All statements, technical information and recommendations contained in this document are based upon tests or experience that 3M believes are reliable. However, many factors beyond 3M's control can affect the use and performance of a 3M product in a particular application, including the conditions under which the product is used and the time and environmental conditions in which the product is expected to perform. Since these factors are uniquely within the user's knowledge and control, it is essential that the user evaluate the 3M product to determine whether it is fit for a particular purpose and suitable for the user's method or application. All questions of liability relating to this product are governed by the terms of the sale subject, where applicable, to the prevailing law |
| Values presented have been determined by standard test methods and are average values not to be used for specification purposes. Our recommendations on the use of our products are based on tests believed to be reliable but we would ask that you conduct your own tests to determine their suitability for your applications. This is because 3M cannot accept any responsibility or liability direct or consequential for loss or damage caused as a result of our recommendations |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

3M is a trademark the 3M Company.

|                                                                                          |                                                                                          |                                                                                          |                                                                                          |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| 3M United Kingdom PLC<br>3M House,<br>28 Great Jackson Street,<br>Manchester,<br>M15 4PA | 3M United Kingdom PLC<br>3M House,<br>28 Great Jackson Street,<br>Manchester,<br>M15 4PA | 3M United Kingdom PLC<br>3M House,<br>28 Great Jackson Street,<br>Manchester,<br>M15 4PA | 3M United Kingdom PLC<br>3M House,<br>28 Great Jackson Street,<br>Manchester,<br>M15 4PA |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|