



Do. No Harm.

Digital Toolkit

For 3M Authorized Distributors United States

June 2021



Contents

This toolkit equips you with the information and material you need to deploy and activate to and through channel. To help you in your navigation make sure you click the following icons within this package:

Recommended Product Lists

- Prioritized product groups
- Data packages

Training and Technical Materials

- Application and training videos
- How-to demo videos

Selling Tools

- Marketing communications calendar
- Sales presentation slides

Marketing and Advertising Assets

- Hero images and application photography
- Web banners | Ads
- Social Ads

***If your team would like any of the assets within this toolkit co-branded, please reach out to your channel representative.*



Recommended product lists for each category

General Purpose



Picture Hanging



Clear



Decorative



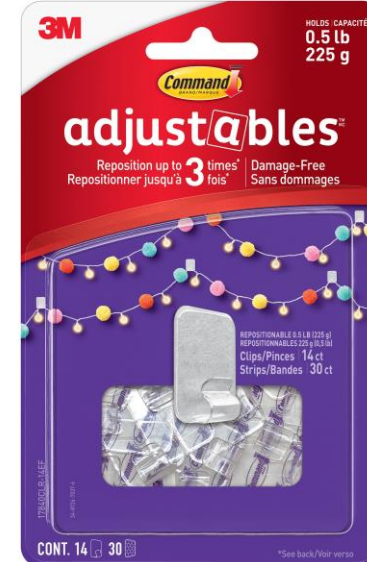
Outdoor



Bath



Adjustables



Call to actions

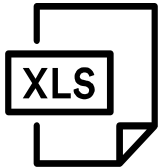
- List / induct all recommended best selling Command products
- Build out digital platform (e-com)
- Align promotions with Command brand marketing communications
- Develop new business in new channels
- Enjoy new sales with this fast-growing portfolio



Recommended Product List

Command™ General Purpose Utility Hooks

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051131705326	7000037933	17002ES	Command™ Small Utility Hooks (2 hooks, 4 strips)
00051131949430	7100089521	17002-6ES	Command™ Small Utility Hooks Multi Pack (6 hooks, 12 strips)
00051141993126	7100106477	17002ES-MPES	Command™ Small Utility Hooks Mega Pack (24 hooks, 28 strips)
00051131651418	7100113039	17001ES	Command™ Medium Utility Hooks (2 hooks, 4 strips)
00051131949379	7100089388	17001-6ES	Command™ Medium Utility Hooks Multi Pack (6 hooks, 12 strips)
00051141993119	7100106471	17001ES-MPES	Command™ Medium Utility Hooks Mega Pack (20 hooks, 24 strips)
00051131651425	7100113025	17003ES	Command™ Large Utility Hooks (1 hooks, 2 strips)
00051131949416	7100089632	17003-3ES	Command™ Large Utility Hooks Multi Pack (3 hooks, 6 strips)
00051141993133	7100106111	17003ES-MPES	Command™ Large Utility Hooks Mega Pack (14 hooks, 16 strips)
00051131705333	7100113021	17006ES	Command™ Mini Hooks (6 hooks, 8 strips)
00051131949485	7100089631	17006-18ES	Command™ Mini Hooks Multi Pack (18 hooks, 24 strips)



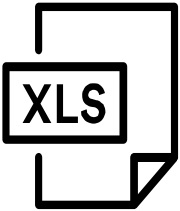
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Recommended Product List

Command™ General Purpose Designer Hooks

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00076308728373	7100083505	17082-3ES	Command™ Small Designer Hooks (3 hooks, 4 strips)
00051141979946	7010376795	17082-8ES	Command™ Small Designer Hooks Value Pack (8 hooks, 16 strips)
00051131769083	7100215552	17081ES	Command™ Medium Designer Hooks (2 hooks, 4 strips)
00051141232713	7100089389	17081-6ES	Command™ Medium Designer Hooks Multi Pack (6 hooks, 12 strips)
00051131870000	7000048012	17081-2VPES	Command™ Sm & Med Designer Hooks Multi Pack (4 hooks, 8 strips)
00051131921290	7100051982	17083ES	Command™ Large Designer Hooks (1 hooks, 2 strips)
00051141979953	7010300579	17083-4ES	Command™ Large Designer Hooks Value Pack (4 hooks, 6 strips)



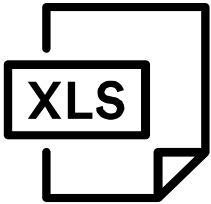
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Recommended Product List

Command™ General Purpose Wire Hooks

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051131866935	7100217717	17067ES	Command™ Small Wire Hooks (3 hooks, 4 strips)
00051131949492	7100089630	17067-9ES	Command™ Small Wire Hooks Multi Pack (9 hooks, 12 strips)
00051141993140	7100106462	17067-MPES	Command™ Small Wire Hooks Mega Pack (28 hooks, 32 strips)
00051141409498	7100067574	17065-ES	Command™ Medium Wire Toggle Hooks (2 hooks, 3 strips)
00051141409504	7100129630	17065-7ES	Command™ Medium Wire Toggle Hooks Value Pack (7 hooks, 8 strips)
00051131921276	7100053522	17068ES	Command™ Medium Wire Hooks (2 hooks, 4 strips)
00051141991016	7100114140	17068-7ES	Command™ Medium Wire Hooks Value Pack (7 hooks, 12 strips)
00051131921283	7100051988	17069-ES	Command™ Large Wire Hooks (1 hooks, 2 strips)
000638060072998	7010314051	17069-3ES	Command™ Large Wire Hooks Multi Pack (3 hooks, 8 strips)



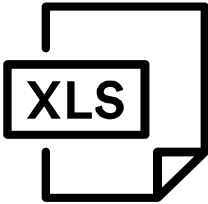
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Recommended Product List

Command™ General Purpose Portfolio Continued

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141409474	7100067572	17007-ES	Command™ Broom & Mop Gripper (1 gripper, 2 strips)
00076308913953	7100117143	17009-ES	Command™ Spray Bottle Hanger (1 hanger, 2 strips)
00638060081259	7010412408	17009-2ES	Command™ Spray Bottle Hanger (2 hangers, 4 strips)
00051141334745	7010332591	17022-ES	Command™ Small Re-fill Strips (20 strips)
00051131851245	7000029811	17021P-ES	Command™ Medium Re-fill Strips (9 strips)
00051131851269	7100065982	17023P-ES	Command™ Large Re-fill Strips (6 strips)
00051131792685	7000043295	17200-ES	Command™ Assorted Re-fill Strips Value Pk (4 lg, 4 med, 8 sm strips)



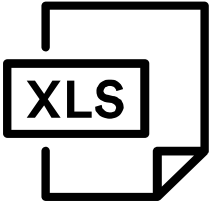
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Recommended Product List

Command™ Picture Hanging Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141321011	7100055562	17201-4PK-ES	Command™ Medium Picture Hanging Strips (4 pairs, 8 strips)
00051141939964	7100069891	17204-12ES	Command™ Medium Picture Hanging Strips value pk (12 pairs, 24 strips)
00051141914848	7100046216	17201BLK-ES	Command™ Medium Black Picture Hanging Strips (4 pairs, 8 strips)
00051141369983	7010336575	17204BLK-12ES	Command™ Medium Black Picture Hanging Strips Value Pk (12 pairs, 24 strips)
00051141322698	7100113022	17206-ES	Command™ Large Picture Hanging Strips (4 pairs, 8 strips)
00051141357577	7100106465	17206-12ES	Command™ Large Picture Hanging Strips Value Pk (12 pairs, 24 strips)
00051141320861	7100113029	17206BLK-ES	Command™ Large Black Picture Hanging Strips (4 pairs, 8 strips)
00051141369969	7100106463	17206BLK-12ES	Command™ Large Black Picture Hanging Strips Value Pk (12 pairs, 24 strips)



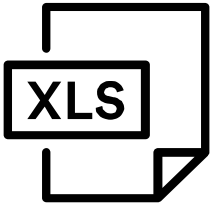
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Recommended Product List

Command™ Picture Hanging Portfolio Continued

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051131659889	7000037953	17024ES	Command™ Poster Strips (12 strips)
00051131847644	7100069892	17024-48ES	Command™ Poster Strips Multi-pk (48 strips)
00051141320823	7100046119	17047-ES	Command™ Universal Picture Hanger (1 hanger, 2 strips)
00051141320830	7100046120	17048-ES	Command™ Jumbo Universal Picture Hanger (1 hanger, 4 strips)
00051141369952	7100067624	17209-ES	Command™ Med & Lg Picture Hanging Strips Value pk (4 med pairs, 8 lg pairs)
00076308875671	7100127330	17209-28ES	Command™ Med & Lg Picture Hanging Strips Mega pk (12 med pairs, 16 lg pairs)
00051141322681	7100045798	17207-ES	Command™ Narrow Picture Hanging Strips (4 pairs, 8 strips)
00076308731151	7100221263	17213-ES	Command™ Picture Hanging Kit (50 Piece) hangs up to 15 pictures



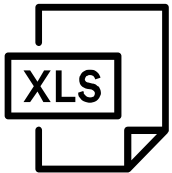
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Recommended Product List

Command™ Clear Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141346939	7100112814	17006CLR-ES	Command™ Clear Mini Hooks (8 hooks, 8 strips)
00051141346953	7100055202	17006CLR-18ES	Command™ Clear Mini Hooks Value Pack (18 hooks, 24 strips)
00051141347011	7100217716	17067CLR-ES	Command™ Clear Small Wire Hooks (3 hooks, 4 strips)
00051141347035	7100095530	17067CLR-9ES	Command™ Clear Small Wire Hooks Value Pack (9 hooks, 12 strips)
00051141409511	7100067621	17065CLR-ES	Command™ Clear Medium Wire Hooks (2 hooks, 3 strips)
00051141409528	7100067622	17065CLR-6ES	Command™ Clear Medium Wire Hooks Value Pack (6 hooks, 8 strips)
00051141347042	7100046111	17091CLR-ES	Command™ Clear Medium Hooks (2 hooks, 4 strips)
00051141347066	7010375078	17091CLR-6ES	Command™ Clear Medium Hooks Value Pack (6 hooks, 12 strips)
00051141346984	7100067625	17024CLR-ES	Command™ Clear Small Re-fill strips (12 strips)



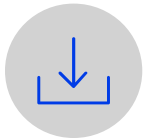
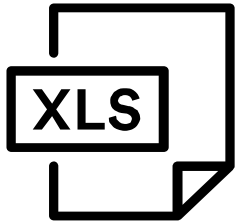
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Recommended Product List

Command™ JAN SAN (Housewares) Portfolio Continued

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141599298	7010296047	17007-HWES	Command™ Broom & Mop Gripper (1 gripper, 2 strips)
00051141598772	7100083017	17007-HW2ES	Command™ Broom & Mop Gripper 2- pk (2 grippers, 4 strips)
00051141598758	7010377782	17068-HWES	Command™ Medium Wire Hooks (3 hooks, 6 strips)
00051141598765	7010336968	17067-HWES	Command™ Small Wire Hooks (4 hooks, 6 strips)
00076308913977	7100117089	17009-HW2ES	Command™ Spray Bottle Hanger 2-pk (2 hangers, 4 strips)
00076308913984	7100173296	17609-HWES	Command™ Under Sink Sponge Caddy (1 caddy, 1 scrub sponge, 4 strips)



Data package



Recommended Product List

Command™ Contract Box Program “Best-in-Bulk”

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00068060655325	7100205656	17206-S120NA	Command™ Large Picture Hanging Strips contract box (120 total pairs / 240 total strips)
00068060655349	7100205660	17201-S132NA	Command™ Medium Picture Hanging Strips contract box (132 total pairs / 264 total strips)
00076308151324	7010300778	17024-S256NA	Command™ Poster Strips, contract box (256 strips)
00076308151317	7010378801	17001-S37NA	Command™ Medium Utility Hooks contract box (37 hooks, 48 strips)
00076308928735	7100145191	17065-S35NA	Command™ Medium Wire Hooks contract box (35 hooks, 40 strips)
00076308928711	7100144889	17083-S16NA	Command™ Large Designer Hooks contract box (16 hooks, 24 strips)
00076308928742	7100144878	17069-S14NA	Command™ Large Wire Hooks contract box (14 hooks, 24 strips)
00068060653918	7100203901	17067CLR-S40NA	Command™ Small Clear Wire Hooks contract box (40 clear hooks, 48 strips)
00076308928698	7100144880	17007-S6NA	Command™ Broom & Mop Gripper contract box (6 grippers, 16 strips)



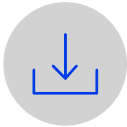
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Recommended Product List

Command™ Cabinet Pack Program

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141367064	7010312233	17201CABPK-NA	Command™ Picture Hanging Strips, 2 Sets of Medium Strips/Pack, 50 Packs/Trial Pack
00051141367095	7010295846	17024CABPK-NA	Command™ Poster Strips Trial Pack, 4 Strips/Pack, 100 Packs/Trial Pack
00051141367088	7010335365	17081CABPK-NA	Command™ Hook, Medium, White, 1 Hook and 1 Strip/Pack, 50 Packs/Trial Pack
00051141367071	7010375250	17091CABPK-NA	Command™ Hook, Medium, Clear, 1 Hook and 1 Strip/Pack, 50 Packs/Trial Pack



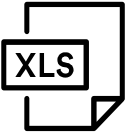
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Recommended Product List

Command™ Cord Organization Program

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051131830493	7100129501	17304-ES	Command™ Cord & Cable Bundlers (2 Bundlers, 3 strips)
00051141942452	7100057149	17303CLRES	Command™ Clear Large Cord Clips (2 Clips, 3 strips)
00051141346960	7100027385	17017CLRES	Command™ Clear Round Cord Clips (4 Clips, 5 strips)
00051141346977	7100139992	17017CLR-10ES	Command™ Clear Round Cord Clips Value Pack (10 Clips, 12 strips)



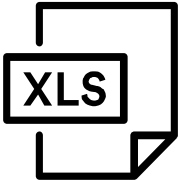
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Recommended Product List

Command™ Outdoor / All Weather Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141372914	7100030081	17017CLR-AWES	Command™ Outdoor Light Clips (16 Clips, 20 Strips)
00051141397078	7010336056	17017CLRAWVPE S	Command™ Outdoor Light Clips Value Pack (32 Clips, 24 Strips)
00051141397092	7010376797	17301CLRAW-ES	Command™ Outdoor Rope Light Clips (12 Clips, 16 strips)
00051141391212	7010300563	17022AW-ES	Command™ Outdoor Small Re-fill Strips (16 strips)
00051141372891	7010377123	17091CLR-AWES	Command™ Outdoor Clear Medium Window Hooks (2 Hooks, 4 strips)
00051141397085	7100093881	17091CLRAWVPE S	Command™ Outdoor Clear Med Window Hooks Value Pk (5 Hooks, 6 strips)
00076308729462	7100084085	17065S-AWES	Command™ Outdoor Stainless Steel Wire Hooks (2 hooks, 3 Strips)
00051141999357	7100095674	17083BZ-AWES	Command™ Outdoor Metallic Bronze Lg Hook (1 Hooks, 2 strips)
00051141372877	7100140200	FC13-BN-AWES	Command™ Outdoor Brushed Nickel Lg Hook (1 Hooks, 2 strips)
00051141397108	7010313647	FC13-ORB-AWES	Command™ Outdoor Oil Rubbed Bronze Lg Hook (1 Hooks, 2 strips)
00051141976914	7100114152	17615AW-ES	Command™ Outdoor Assorted Re-fill Strips (4 med strips, 2 Lg strips)



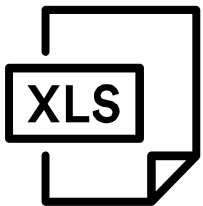
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Recommended Product List

Command™ Bath Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051141958408	7000144761	BATH18-ES	Command™ Bath Medium Hooks (2 hooks, 2 Strips)
00076308728595	7100085985	BATH18-6ES	Command™ Bath Medium Hooks Value Pack (6 hooks, 6 Strips)
00051141958392	7000144760	BATH17-ES	Command™ Bath Large Towel Hook (1 hooks, 1 Strip)
00076308728601	7100085984	BATH17-3ES	Command™ Bath Large Towel Hook (1 hooks, 1 Strip)
00051141958446	7000144764	BATH22-ES	Command™ Bath Assorted Re-fill Strips (2 med strips, 4 Large Strips)
00051141368467	7100158494	BATH11-ESAP	Command™ Bath Shower Caddy (1 Caddy, 4 Strips)
00051141958385	7100071158	BATH15-ES	Command™ Bath Fog Resistant Mirror (1 Mirror, 2 Strips)
00051141958378	7100027386	BATH16-ES	Command™ Bath Razor & Toothbrush Holder (1 Holder, 1 Strip)
00051141958439	7000144763	BATH21-ES	Command™ Bath Multi Hook (1 multi hook, 2 Strips)
00051141958415	7000144762	BATH19-ES	Command™ Bath Caddy Hanger (1 hanger, 2 Strips)
00051131869776	7100132713	17600B-ES	Command™ Bath Jumbo Hook (1 hook, 2 Strips)



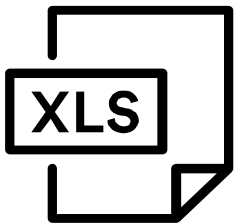
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Recommended Product List

Command™ Bath Metal / Decorative Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00076308929435	7100130022	BATH33-SN-2ES	Command™ Bath Small Satin Nickel Hooks (2 Hooks, 4 Strips)
00076308730826	7100085990	BATH36-SN-ES	Command™ Bath Large Satin Nickel Double Hook (1 Hooks, 2 Strips)
00076308728540	7100224771	BATH31-SN-ES	Command™ Bath Satin Nickel Caddy (1 Caddy, 4 Strips)
00076308728571	7100085086	BATH35-SN-ES	Command™ Bath Satin Nickel Mirror (1 Mirror, 2 Strips)
00076308728557	7100085084	BATH34-SN-ES	Command™ Bath Satin Nickel Soap Dish (1 Dish, 2 Strips)
00076308728564	7100085085	BATH32-SS-ES	Command™ Bath Squeegee & Hook (1 squeegee, 1 hook, 2 strips)
00076308731892	7100085078	BATH41-SN-ES	Command™ Bath Satin Nickel Towel Bar (1 bar, 4 Strips)
00076308731861	7100089898	BATH39-SN-EF	Command™ Bath Satin Nickel Hair Dryer Holder (1 holder, 2 Strips)
00638060921081	7100240752	BATH36-MB-ES	Command™ Bath Large Matte Black Double Hook (1 Hooks, 2 Strips)
00638060921074	7100240565	BATH33-MB-2ES	Command™ Bath Small Matte Black Hooks (2 Hooks, 4 Strips)



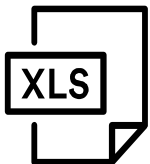
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Recommended Product List

Command™ Decorative Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00051131964358	7100020483	17081BN-ES	Command™ Med Brushed Nickel Designer Hook (1 hook, 2 strips)
00051141939957	7010332610	17081BN-4ES	Command™ Med Brushed Nickel Designer Hook Value Pk (4 hooks, 6 strips)
00051131964471	7010377096	17083BN-ES	Command™ Large Brushed Nickel Designer Hook (1 hook, 2 strips)
00051131939639	7100050202	FC12-BN-ES	Command™ Medium Brushed Nickel Metal Hook (1 hook, 2 strips)
00076308911775	7100113707	FC12-BN-2ES	Command™ Medium Brushed Nickel Metal Hook Value pk (2 hooks, 4 strips)
00051131977440	7100059357	FC12-ORB-ES	Command™ Medium Oil Rubbed Bronze Metal Hook (1 hook, 2 strips)
00076308911799	7100113706	FC12-ORB-2ES	Command™ Medium Oil Rubbed Bronze Metal Hook Value pk (2 hooks, 4 strips)
00051131939660	7100054633	FC13-BN-ES	Command™ Large Brushed Nickel Metal Hook (1 hook, 2 strips)
00076308731274	7100085151	FC13-BN-2ES	Command™ Large Brushed Nickel Metal Hook Value pk (2 hooks, 4 strips)
00051131977457	7100057315	FC13-ORB-ES	Command™ Large Oil Rubbed Bronze Metal Hook (1 hook, 2 strips)
00076308731281	7100085155	FC13-ORB-2ES	Command™ Large Oil Rubbed Bronze Metal Hook Value pk (2 hooks, 4 strips)



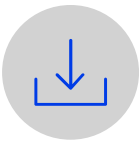
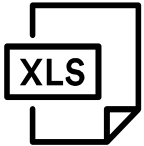
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Recommended Product List

Command™ Decorative Portfolio Continued

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00638060075005	7100157735	17031SS-4ES	Command™ Small Stainless Steel Metal Hooks (4 Hooks, 5 Strips)
00638060922026	7100242068	17031SS-10ES	Command™ Small Stainless Steel Metal Hooks Value Pk (10 hooks, 12 strips)
00638060075067	7100157625	17034BN-ES	Command™ Medium Brushed Nickel Hook (1 Hook, 2 Strips)
00638060267882	7100177465	17034BN-2ES	Command™ Medium Brushed Nickel Hook Value pk (2 Hook, 4 Strips)
00638060081068	7100157727	17036BN-ES	Command™ Large Brushed Nickel Double Hook (1 Hook, 1 Strip)
00638060274293	7100187886	17036BN-2ES	Command™ Large Brushed Nickel Double Hook Value pk (2 Hooks, 2 Strips)
00638060276280	7100191071	17032MB-4ES	Command™ Small Matte Black Hooks (4 Hooks, 5 Strips)
00638060081051	7100157706	17034MB-ES	Command™ Medium Matte Black Hook (1 Hook, 2 Strips)
00638060267899	7100177289	17034MB-2ES	Command™ Medium Matte Black Hooks Value pk (2 Hooks, 4 Strips)
00638060081075	7100157733	17036MB-ES	Command™ Large Matte Black Double Hook (1 Hook, 1 Strip)
00638060660478	7100219273	17036MB-2ES	Command™ Large Matte Black Double Hooks Value pk (2 hooks, 4 Strips)



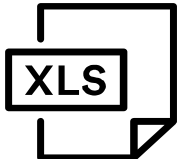
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Recommended Product List

Command™ Adjustables Portfolio

Billing UPC	Material Number	Catalog ID	Marketplace Formal Name
00638060662335	7100218510	17850Q-4ES	Command® Adjustables™ Repositionable Quartz Hooks (4 hooks, 12 strips)
00638060661253	7100219655	17850Q-10ES	Command® Adjustables™ Repositionable Quartz Hooks Value pk (10 hooks, 30 strips)
00638060661406	7100219658	17840CLR-6ES	Command® Adjustables™ Repositionable Clips (6 clips, 12 strips)
00638060277447	7100197110	17840CLR-14ES	Command® Adjustables™ Repositionable Clips Value pack (14 clips, 30 strips)
00638060276891	7100197064	17830CLR-6ES	Command® Adjustables™ Repositionable Hooks (6 Hooks, 12 Strips)
00638060277454	7100195880	17830CLR-14ES	Command® Adjustables™ Repositionable Hooks Value pack (14 Hooks, 30 Strips)
00638060277577	7100194140	17820-18ES	Command® Adjustables™ Repositionable 1/2 lb Refill Strips (18 Strips)
00638060277584	7100194139	17821-12ES	Command® Adjustables™ Repositionable 1 lb Refill Strips (12 Strips)
00638060922064	7100242206	17889Q-8ES	Command® Adjustables™ Spring Clips (8 clips, 12 strips)
00638060922224	7100246249	17846CLR-36ES	Command® Adjustables™ Mini Decorating Clips (36 clips, 72 strips)
00638060923559	7100248542	17850SL-5ES	Command® Adjustables™ Silver Circle Hooks (5 hooks, 12 strips)



Data package



Recommended Product List

Command™ Displays

Shipper UPC	Material Number	Legacy Stock #	Catalog ID	Marketplace Formal Name
00638060656204	7100211858	70009115950	17WING-TOP	Command™ Wing / Floor Display (Top Items)
00068060655813	7100206358	70009114193	17SK-TOP	Command™ Side Kick Display (Top Items)
00638060656273	7100211915	70009116024	17QP-TOP	Command™ Quarter Pallet Display (Top Items)
00638060656174	7100211859	70009115927	17SK-PHS	Command™ Picture Hanging Side Kick Display (Top Items)
00638060656150	7100211842	70009115901	17PDQ-PHS	Command™ Picture Hanging PDQ Display (Top Items)
00638060656266	7100211861	70009116016	17PDQ-GP	Command™ General Purpose PDQ Display (Top Items)
00638060656259	7100211870	70009116008	17PDQ-CLEAN	Command™ General Purpose Cleaning PDQ Display (Top Items)
00638060656181	7100211866	70009115935	17SK-BATH	Command™ Bath Side Kick Display (Top Items)
00068060654465	7100204095	70009113187	17ADJ-PDQ	Command™ Adjustables PDQ Display (Top Items)
00068060654472	7100204094	70009113195	17ADJ-SK	Command™ Adjustables Side Kick Display (Top Items)



Data package



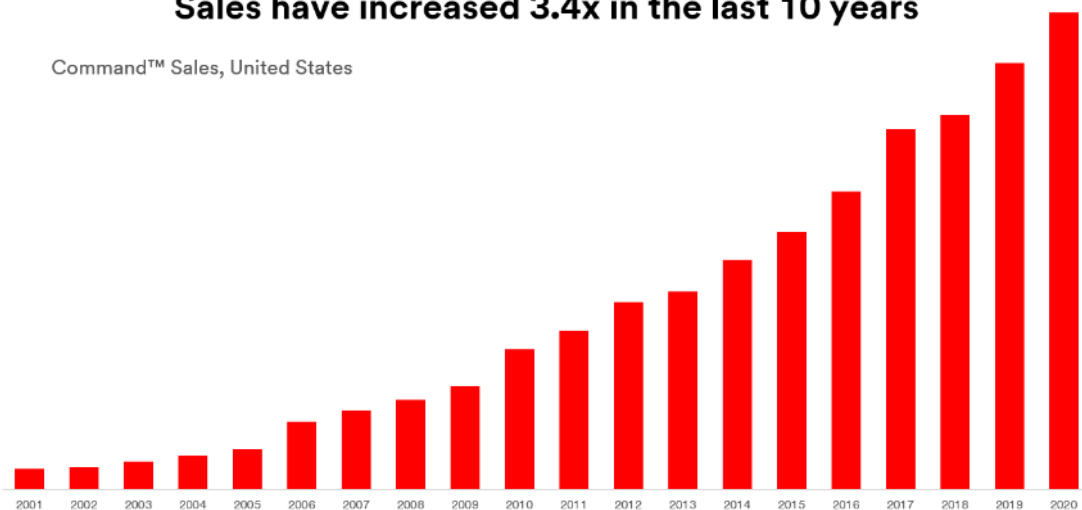
Insights, Training, and Technical Materials



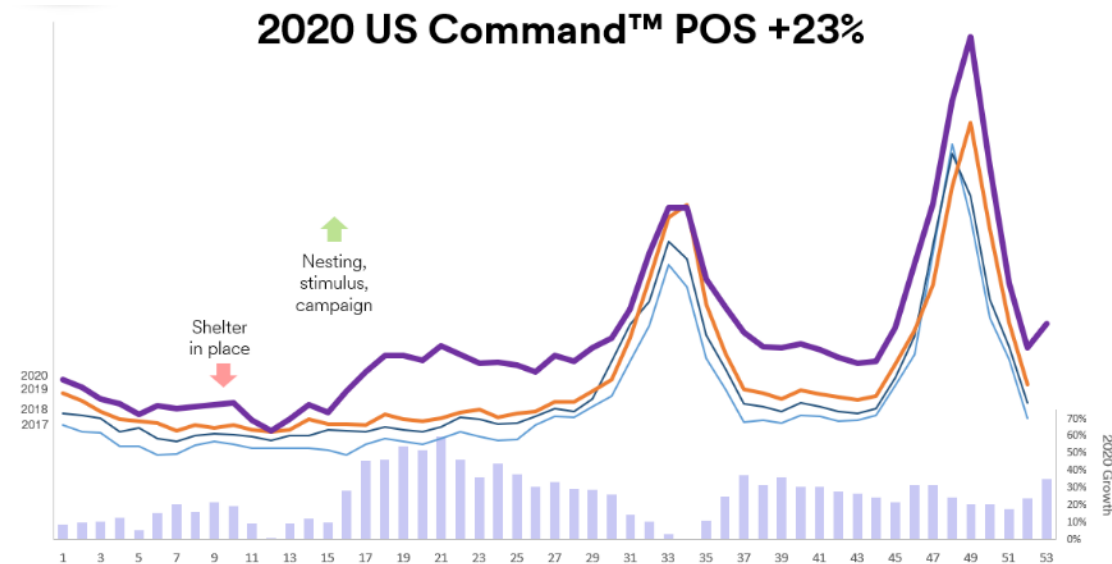
Command™ US Performance & Market Trends

Sales have increased 3.4x in the last 10 years

Command™ Sales, United States



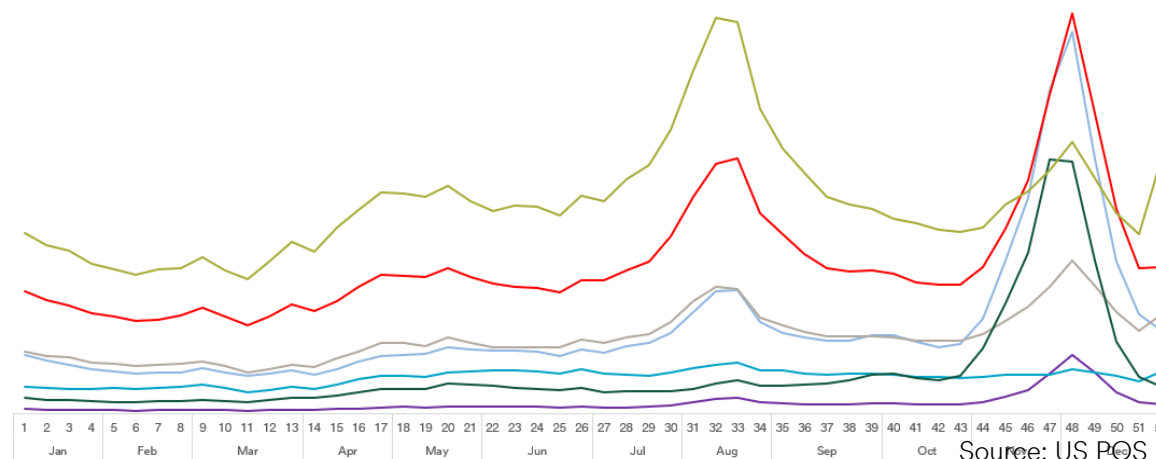
2020 US Command™ POS +23%



Command™ Product Mix Varies by Season

2020 POS \$ MIX

ADJUSTABLES BATH CLEAR DECORATIVE GENERAL PURPOSE OUTDOOR PICTURE HANGING

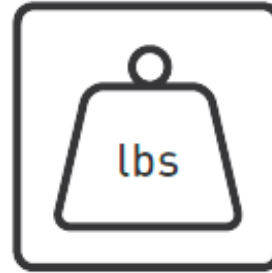


Damage-Free Hanging Solutions



No Tools

Hanging is fast and easy.
No hammers, nails, drills
or screws needed.



Holds Strongly

Tested and proven to hold on
a variety of surfaces.
Painted drywall, cabinet
doors, painted cinder block,
tile, glass and more.



Removes Cleanly

No marks, holes or
sticky residue.
Hang again and again
with refill strips.

Easy on



Peel



Stick

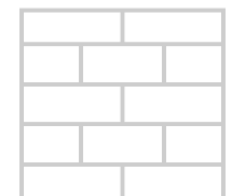


Press

Easy off



Stretch



Painted drywall is the #1 mounting surface

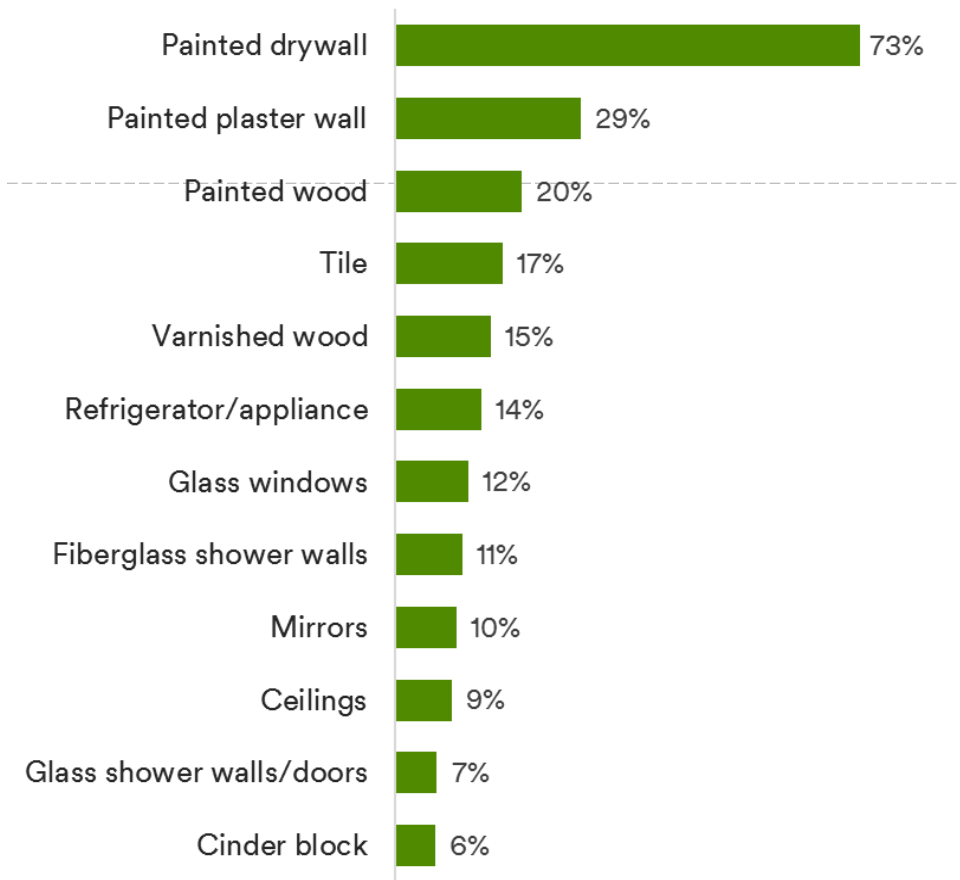
Command® Strips were reformulated to hold to difficult-to-stick-to paints:

- Stain-resistant paints
- Low-VOC paints
- Paint-plus-primer compositions
- Dark, bold colors
- Higher-humidity environments

Also goes where nails and screws can't:

- Tile
- Metal (e.g., appliances)
- Glass
- Painted cinder block
- Cabinet doors
- Plaster
- Siding
- Fiberglass
- Plexiglass

Consumers use Command™ on the following surfaces:

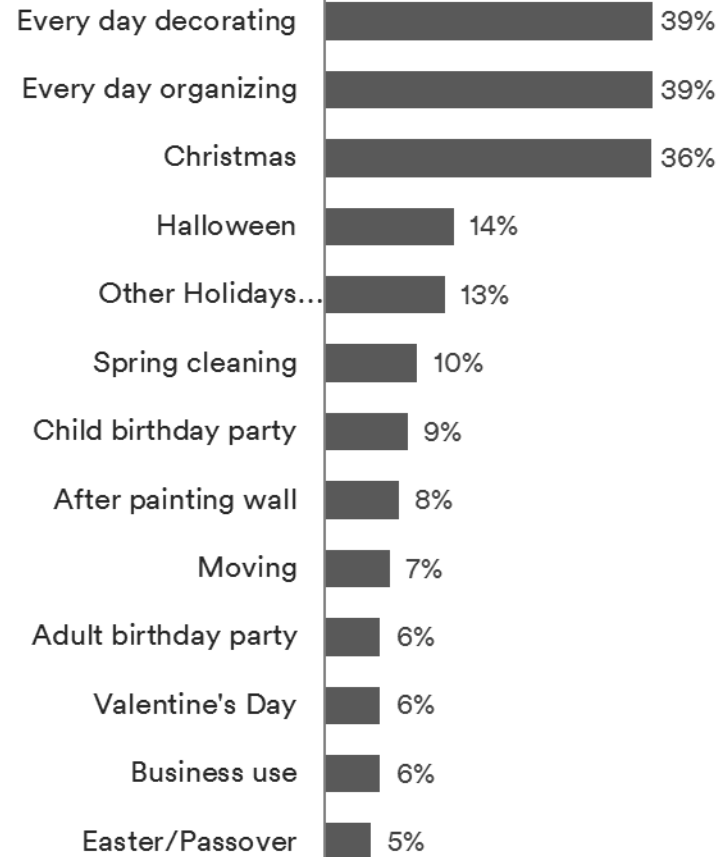




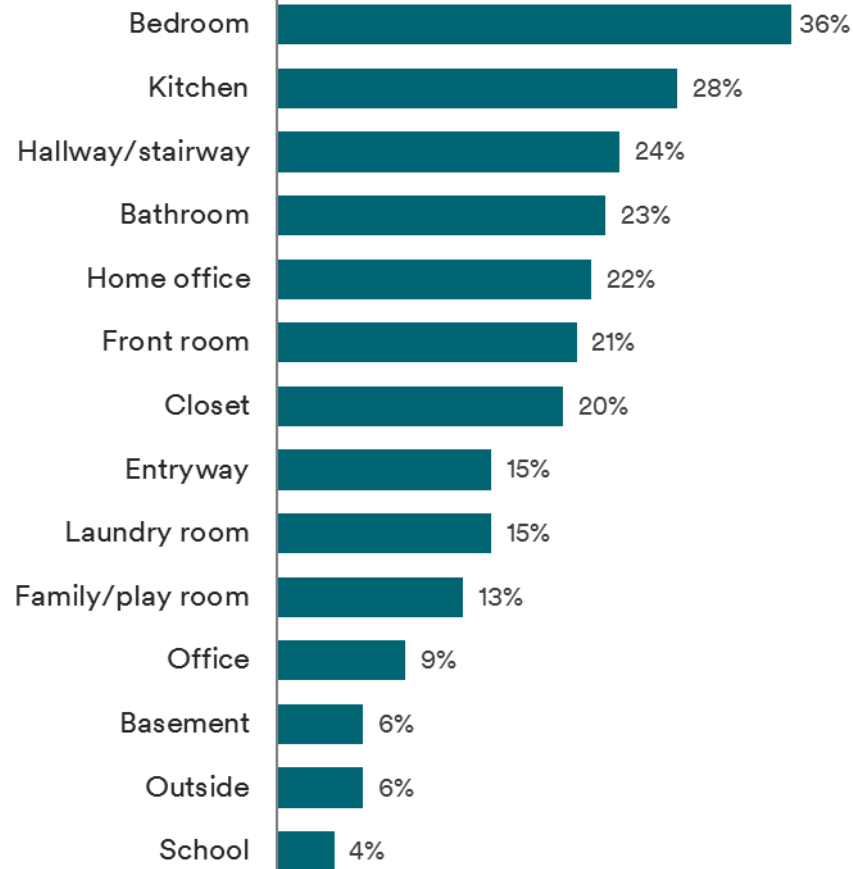
When used, where used, how used.



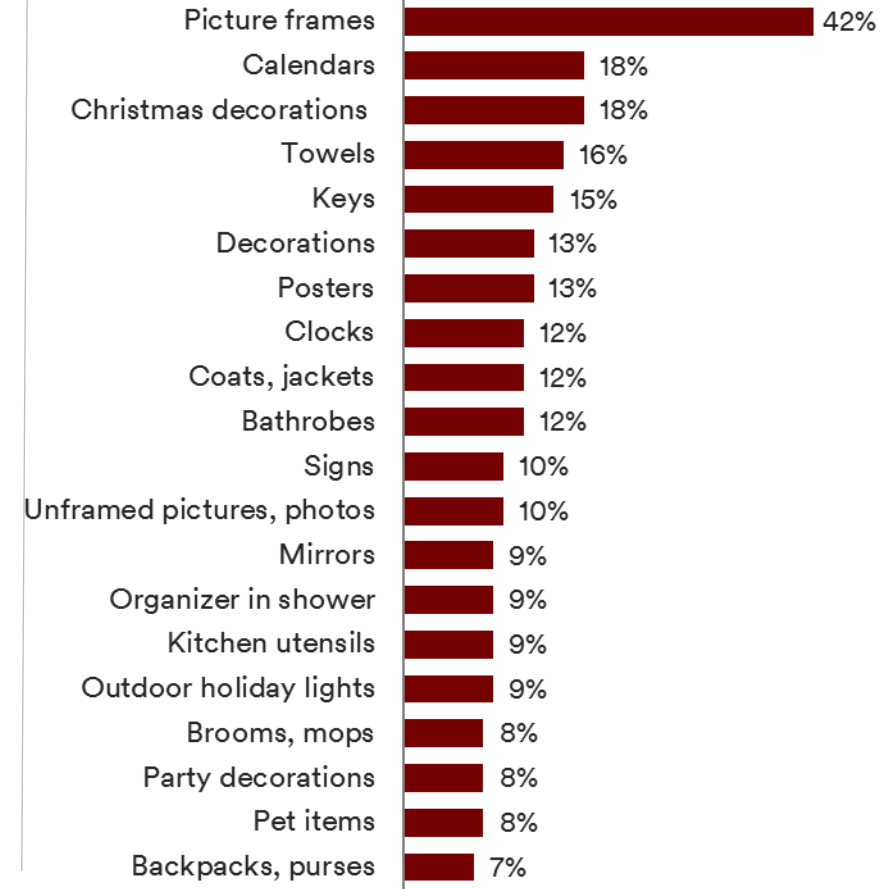
When Used



Where Used



Items Hung



Not recommended for use on/with



Advanced Adhesive Technology

Proven across thousands of tests using various paints, surfaces and environments



Indoor

- Indoor surfaces
- Optically clear



Picture Hanging

- Indoor surfaces
- Locks together



Bath & Outdoor

- Indoor/Outdoor surfaces
- Water resistant
- UV resistant
- -25°F to +125°F

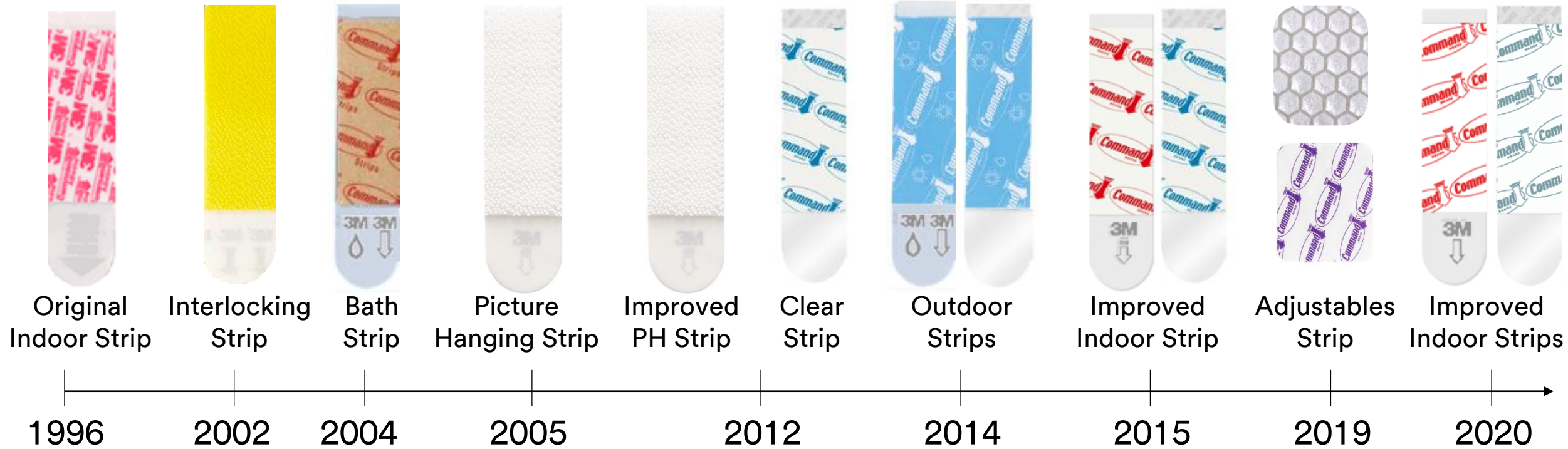


Minnesota in January



Phoenix in July

Two Decades of Adhesive Innovation!





2021 Market Trends



Consumer Spending

+32% retail sales
+21% home improvement channel
+58% online channel



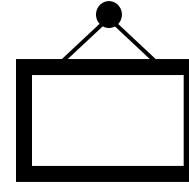
Home Sales

+14% housing market index (YOY Feb)
+26% prospective buyer traffic (YOY Feb)



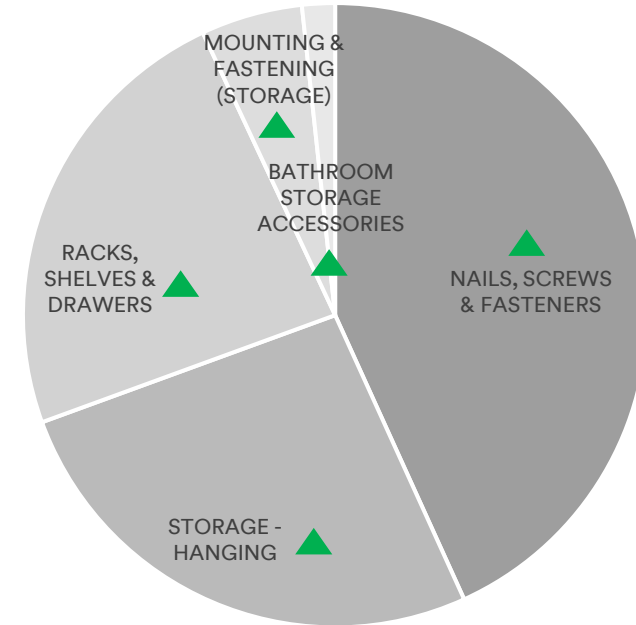
Home Beautification & Cleaning

Top 2 reasons for home reno projects



Hanging & Decorating Projects

+31% market growth



Consumer Ranked Product Attributes

- #1 Trustworthy Brand - 82% Command vs 65% Nail
- #2 Quality Brand - 81% Command vs 52% Nail
- #3 Ease of Application - 86% Command vs 41% Nail

Anticipated Market Trends through 2023

Home improvement +11%

Manageable DIY projects, equipment on hand

Decor and beautification +10%

Personalizing the home, de-stressing, exploring creativity

Home organization +11%

Space saving solutions to maximize space

Decluttering and cleaning +12%

Optimize floor and vertical space

Space maximizing solutions +9%

Comfort and function, indoors and out



Training and Technical Videos

Command General Purpose



How to Apply
Command™ Hooks



How to Remove
Command™ Hooks



How to Remove
Command™ Hooks



Command™ Brand: How
To Apply Broom Gripper

Training and Technical Videos

Command picture hanging



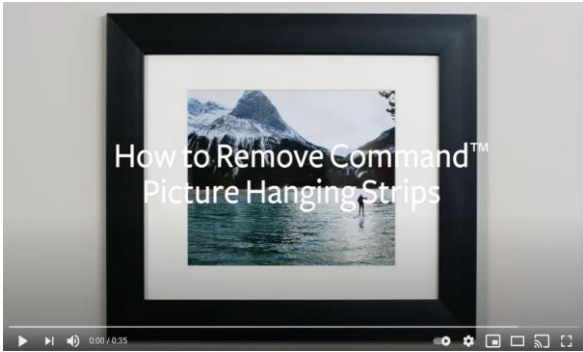
 How to Apply Command™ Picture Hanging Strips



 How to Remove Command™ Picture Hanging Strips



 How to Use Command™ Picture Hanging Strips



 How to Remove Command™ Picture Hanging Strips



 Which Command™ Product to Use

Training and Technical Videos

Command Adjustables



How to Use Command™
Adjustables Products



Marketing Assets



2021 Marketing Communications Calendar

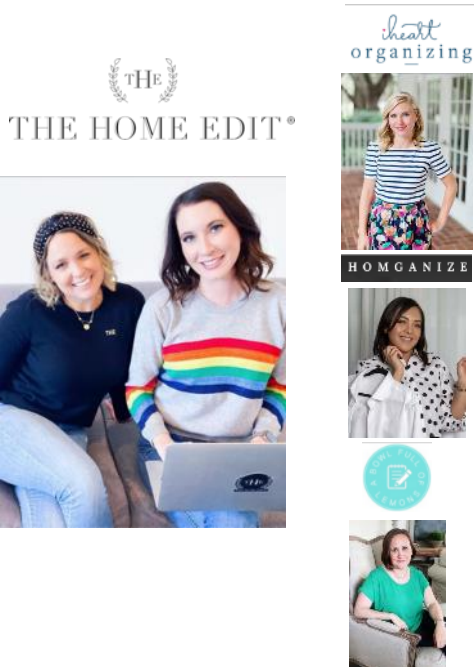
"Do. No Harm" Campaign

[Back to Contents](#)

	Jan	Feb	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Awareness + Consideration TV + Premium Digital Video	new ORG Dec 26, '20– Feb 7 Upgrade your organizing with Command		PHS March 22– May 16 Don't be afraid to change up your space		SUMMER June 21- July 11		BTC July 12 – August 8 Make yourself at home, at college.		ADJ Sept 13- Oct. 10		Holiday Nov 1–Dec 5 Deck the halls without wrecking the walls.	
Retail Merch.	ORGANIZE Damage-free		DECORATE Damage-free				ORGANIZE Damage-free				DECORATE Damage-free	
Marquee Partnership	Organizing Custom content (digital, social + print) with Meredith Corp. (People, BHG, Parents, Real Simple, etc.)		Picture Hanging		Back to College		Adjustables		Holiday			
PR + Digital	BuzzFeed Mom Dad GRAD NBC UNIVERSAL hulu HOW TO HAPPY HALLOWEEN											
Command.com, email, paid search, social media aligned with Do. No Harm. Big Idea												
Education: Product How-to-Use Content & Product Selector Tool												

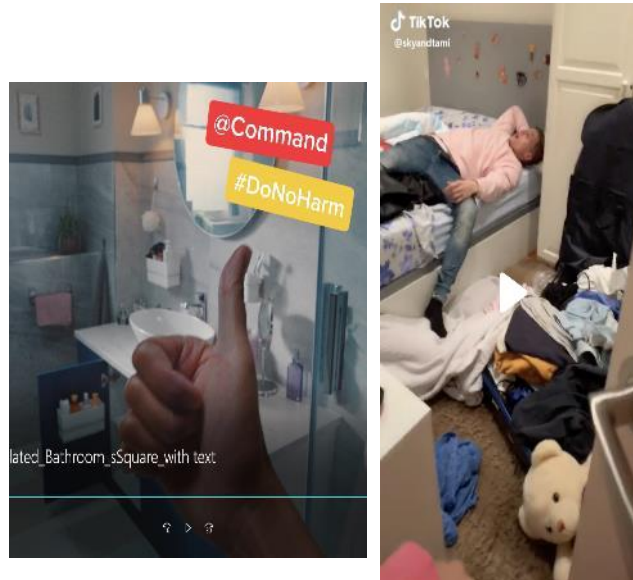
Celebrity + Influencer Program

Celebrating National Organizing Month with an organizing challenge from Netflix superstars The Home Edit + Command product giveaway.



TikTok Creator + Brand Videos

Amplifying our content through in-feed video and Influencers from the TikTok Creator Marketplace to bring our organizing season to life, on trend with the platform.



Year Long Meredith Partnership

Large partnership with Meredith featuring advertorial print, digital and influencer content (Genevieve Gorder) across multiple Meredith properties.



Buzzfeed

Org product inclusion into product articles, newsletter, social posts to educate readers that are in the mindset to shop on our products and drive interest to learn more with the opportunity to convert.





2021 Organizing Integrated Marketing Plan

Drive awareness and trial of Command™ Brand during a time when consumers are organizing + retailers are holding storage + organization events



In-store Displays & Shopper Marketing

Television Paid Media



TV Campaign:
January 4-February 7

- 0:30 second + :15 second TV spot
- Network, Cable, Premium Streaming Video + Connected TV
- In negotiations with all major networks in Q3 2020



Damage-Free Indoor Plant Walls



Website
FAQ Videos
Campaign Support
SEO/SEM



PR
Media Outreach
Influencer Posts



Social/Digital Campaign

Pinterest, GIFs, How to use

Paid Digital Media:
January 4- February 7





2021 PHS Integrated Marketing Plan

Drive awareness and trial of PHS during key picture hanging season



In-store Displays & Shopper Marketing

Television Paid Media



TV Campaign:
March 22 – May 16

- 0:30 second + :15 second TV spot
- Network, Cable & Connected TV
- Top Chef Custom Integration



PR

Media Outreach

Influencer Posts



Social/Digital Campaign

Pinterest, GIFs, How to use

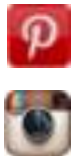
Paid Digital Media:
March 22 – May 31

Website

FAQ Videos

Campaign Support

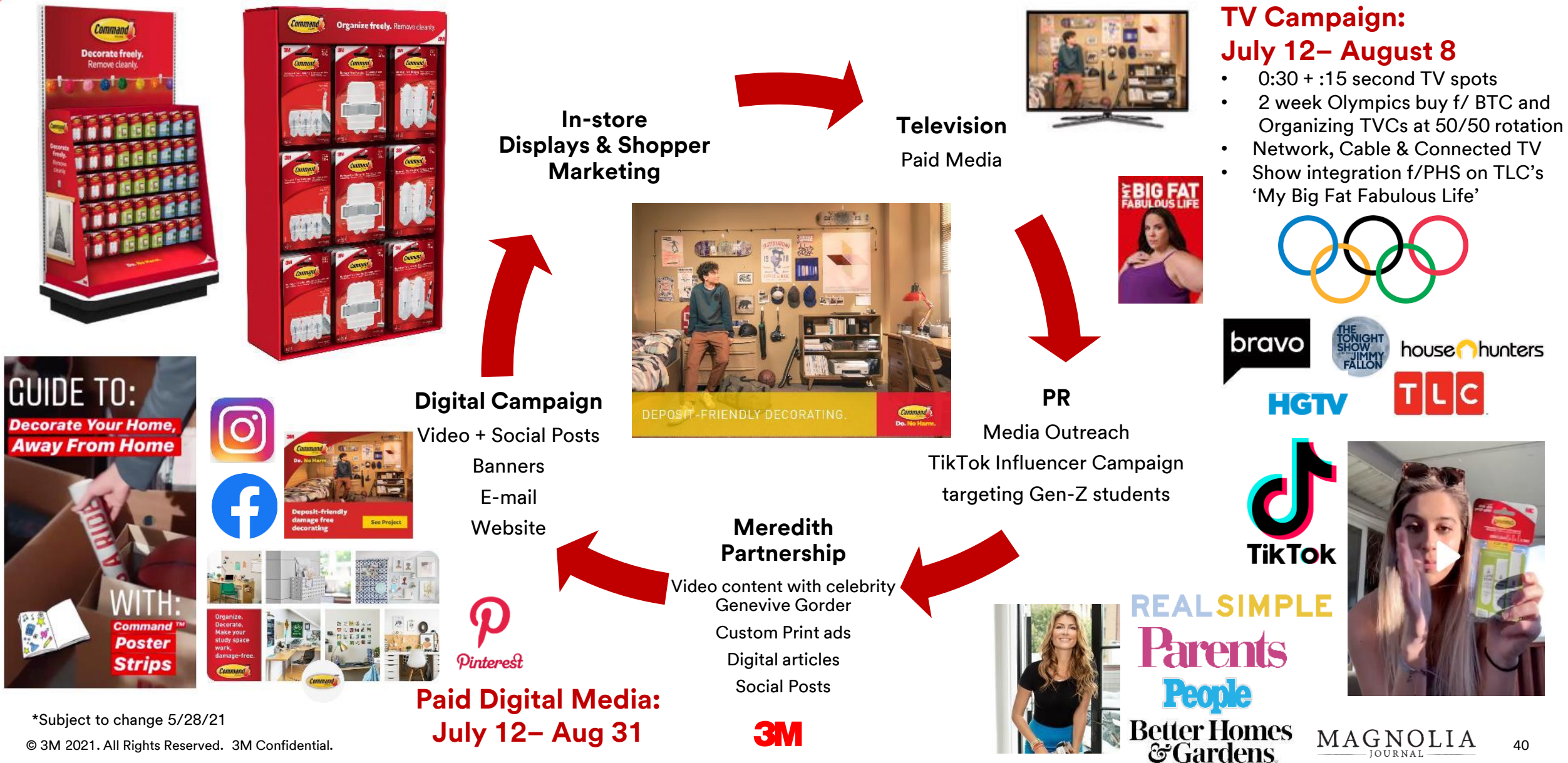
SEO/SEM





2021 BTC Integrated Marketing Plan

Drive awareness and trial of Command during key back to college/school season

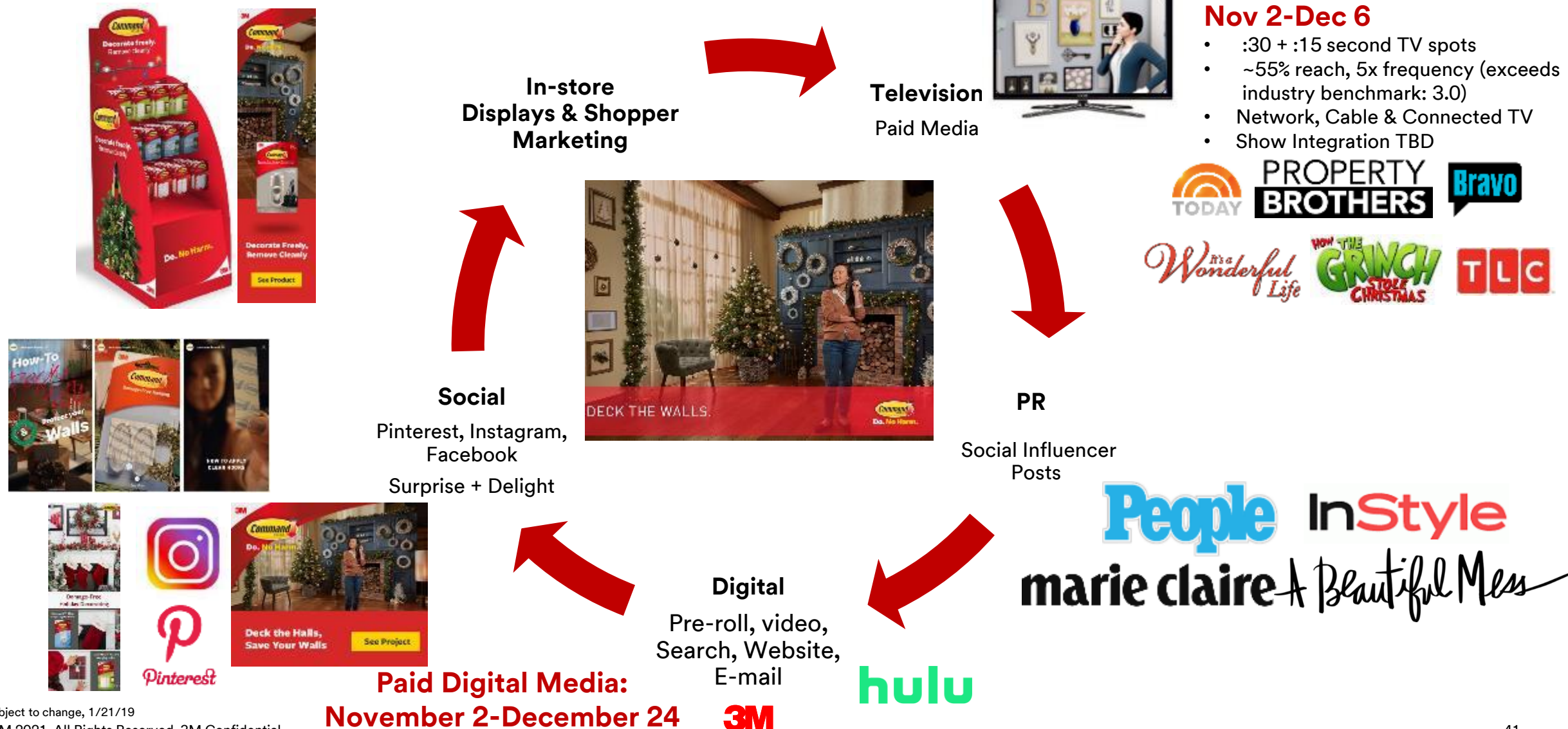


*Subject to change 5/28/21



2021 Q4 Holiday Integrated Marketing Plan

Drive awareness and trial of Command during our biggest season



*Subject to change, 1/21/19

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2021 TV Spots

Organization

Picture Hanging Season

Back To Campus

Holiday



Command™ Brand
Pristine :30



Command™ Picture
Hanging :30



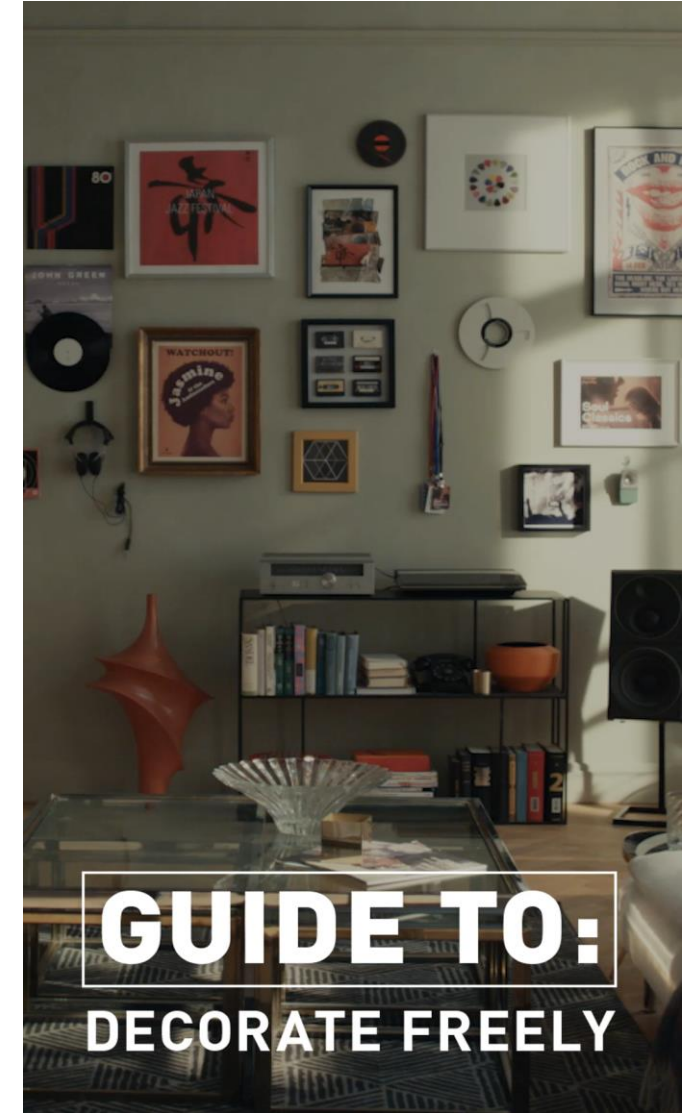
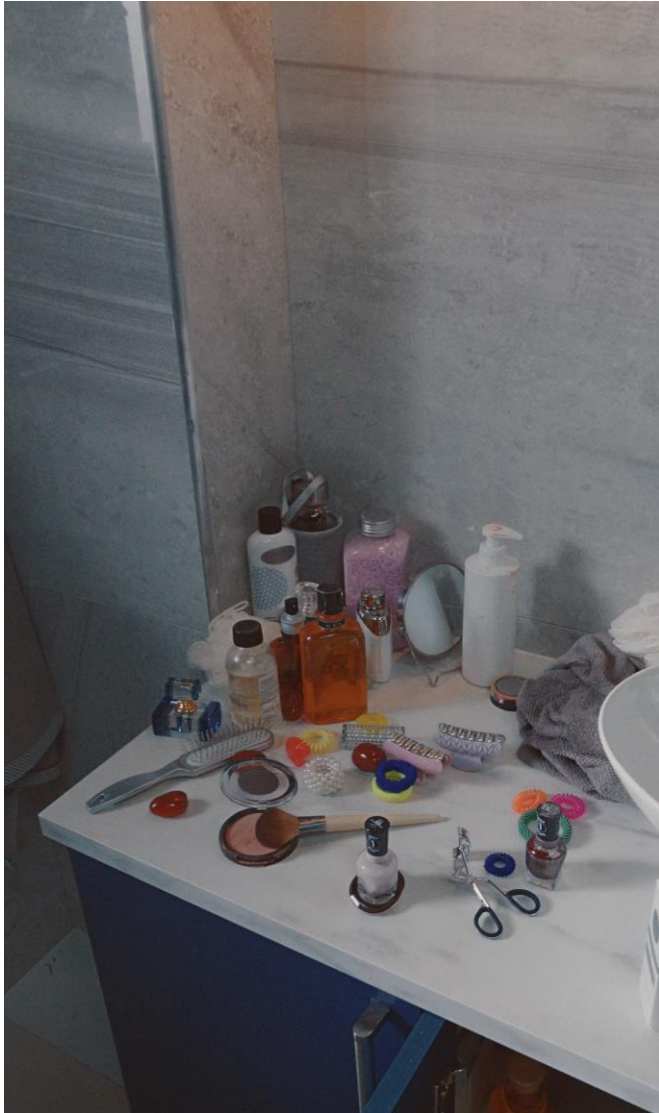
Command™ Back to
College :30



Command™
Holiday :30



Social Video Content



BACK TO COLLEGE

CAMPAIGN ASSETS

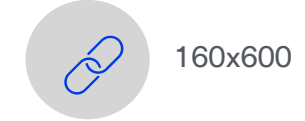
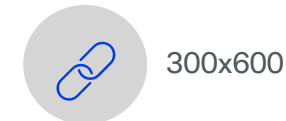
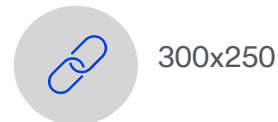
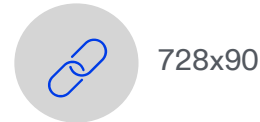
DIGITAL BANNERS: PRODUCT

Command 2020 Season Headline:

- Deposit-Friendly Decorating.

Command 2020 Season Agnostic Headlines:

- Organize Damage Free.
- Organize. Decorate. Make your study space work.
- Organize those accessories, damage-free.
- Organize that desk, damage-free.
- Make your study space work, damage-free.
- Show your true colors, damage-free.
- Class up your dorm, damage-free.
- Show a little class at college, damage-free.
- Organize and decorate your study space, damage-free.



CAMPAIGN ASSETS

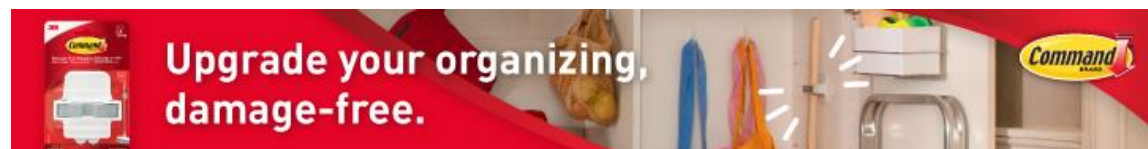
DIGITAL BANNERS: PRODUCT

Command 2021 Season Headline:

- Organize your world, damage-free.
- Personalize and organize, damage-free.
- Upgrade your organizing with Command™ Brand.
- Organizing has never been so easy.
- Power to the organizers.
- Get creative with organizing.
- Removes cleanly, so you can organize freely.
- Organize for more space in your space.
- See more of your counters and less of your clutter.



Asset Collection



728x90



300x250



300x50



300x600



160x600

PICTURE HANGING SEASON

CAMPAIGN ASSETS

DIGITAL BANNERS: PRODUCT

Command 2020 Season Headline:

- Make Your Mark Without Leaving One.

Command 2020 Season Agnostic Headlines:

- Make Your Mark Without Leaving One.
- Make it picture-perfect, damage-free.
- Redecorate your hallway, damage-free.
- Curate a mini-gallery, damage-free.
- Rearrange those portraits, damage-free.
- Try a new look on for size.



Asset Collection



728x90



300x250



320x50



300x600



160x600

HOLIDAY

CAMPAIGN ASSETS

DIGITAL BANNERS: PRODUCT

Command 2020 Season Headline:

- Deck the Halls, Save Your Walls.

Command 2020 Season Agnostic Headlines:

- Go All Out this Holiday.
- Deck the Walls.
- Get Hooked on Decorating.
- Decorate Freely, Remove Cleanly.
- Brighten up your holiday, damage-free.
- Make your mantel merry, damage-free.
- Fashion a mantel masterpiece, damage free.
- Put up those stockings, damage free.
- Add some cheer to your door, damage free.
- Spread extra cheer, damage-free.
- Make your wall an ornament, damage-free.
- Greet the season with garland, damage-tree.



Asset Collection



728x90



300x250



320x50



300x600



160x600



Do. No Harm.