Technical data sheet

Product:	971 & 971L
Manufacturer:	3M DEUTSCHLAND GMBH
Product group:	KLEBEBAND
Article group:	EINSEITIG
Download:	14.11.2026

3M™ DURABLE FLOOR MARKING TAPE 971(L)

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Technical Data Sheet

3M™ Durable Floor Marking Tape 971

English-US

Last Revision Date: November, 2024

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Product Details

Regulatory Info/SDS

Product Description

3M™ Durable Floor Marking Tape 971 & 971L are designed to withstand scuffing from general warehouse equipment and traffic typically found in shipping/receiving and storage areas. Its combination of rubber adhesive and thick vinyl backing provides a strong bond to the floor yet promotes one piece, clean removals. The tape is ideal for 5S lean manufacturing initiatives.

Product Features

• Thick vinyl backing resists abrasion caused by general warehouse equipment and traffic while maintaining their vivid colors.
• The unique adhesive provides a strong bond to most floors and excellent holding power yet provides clean one-piece removal from many surfaces.
• Finished tape as applied can withstand standard floor cleaning procedures.
• Self-wound tape construction allows ability to use with 3M™ Lane Marking Applicator M1 (with modifications).
• Easy release liner version for ability to die cut shapes.
• Ideal for 5S lean manufacturing initiatives.

Technical Information Note

The following technical information and data should be considered representative or typical only and should not be used for specification purposes.

Typical Physical Properties

Attribute Name	Test Method	Value
Color		Yellow, White, Red, Blue, Orange and Green
Adhesive Type		Rubber
Backing		Vinyl
Total Tape Thickness	ASTM D3652	0.49 mm (19 mil)
Liner Thickness		0.05 mm (2 mil)

Typical Performance Characteristics

Attribute Name	Test Method	Temperature	Substrate	Value
180° Peel Adhesion	ASTM D3330	23 °C (73 °F)	Stainless Steel	4.1 N/cm (38 oz/in) [1]
Elongation at Break	ASTM D3759			250 %
Tensile Strength	ASTM D3759			120 N/cm (68 lb/in)
Temperature Use Range				<49 °C (<120 °F)

[1] 300 mm/min (12 in/min)

Handling/Application Information

Surface Preparation

1. Surfaces to be marked with 3M™ Durable Floor Marking Tape should be as clean, dry and smooth as possible. Floors may require cleaning to remove all traces of oils, grease, moisture, and any accumulation of waxes, coatings, finishes as well as dust, dirt and other grime.

2. Cleaning solutions should be chosen that do not leave residues or waxes on the surface to which the tape is to be applied. Always allow sufficient time for thorough drying of the cleaning solution prior to application of the tape.

3. Freshly sealed surfaces, including, but not limited to, concrete, varnished or waxed floors should be allowed to dry thoroughly prior to application of the tape.

Note: Be sure to follow manufacturer's precautions and directions for use when using cleaning solutions or sealers. Wear appropriate personal protective equipment when sandblasting, scraping, sanding or grinding.

Application Techniques

1. After completing the surface preparation process 3M™ Durable Floor Marking Tape can then be applied to the surface of the intended application. Optimal adhesion is obtained when both the tape and intended surface are within a temperature range of 60° to 80°F (16° to 27°C).

2. When applying the tape in long straight lines a chalk line may be used as a guide line (figure 1).

3. To apply the tape, remove a portion of the liner from one end of the tape and firmly tack it down to the floor. Gently pull liner away from tape at an angle as it is being applied by hand, following the chalk line (figure 2).

4. Where joints are required, such as at corners and splices, a miter joint or butt joint is recommended (see figure 3 and figure 4).

5. Once the tape has been applied, a weighted roller, hand roller, or 3M™Hand Applicator PA1-B Blue is recommended to help fully adhere the adhesive of the tape to the application surface.

Figure 1

Figure 2

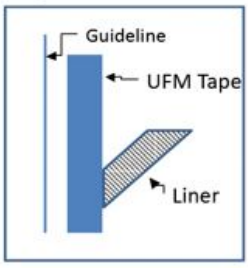


Figure 3

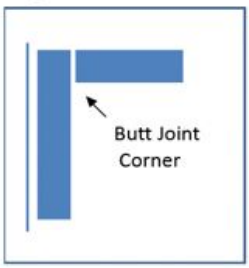
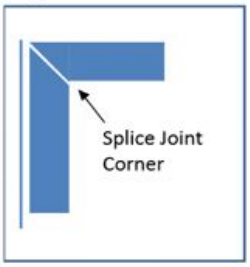


Figure 4



Removal Techniques

1. To help minimize damage to the surface and to encourage clean removal it is recommended that the 3M™ Durable Floor Marking Tape be lifted gently at a corner then pulled up at a perpendicular angle.

2. If there is any adhesive residue, it may be softened by use of 3M™ Citrus Based Cleaner or many common solvents such as heptane, toluene or methyl ethyl ketone.*

*Be sure to follow the manufacturer's precautions and directions for use when using solvents. Prior to using any solvent to help remove adhesive residues, it is strongly recommended that the solvent be tested to determine compatibility in an inconspicuous location with the underlying surface finish.

Storage and Shelf Life

Store under normal conditions of 16° to 27°C (60° to 80°F) and 40 to 60% relative humidity in the original packaging, out of direct sunlight. For best performance, use this product within 18 months from date of manufacture.

Available Sizes

Attribute Name	Value
Standard Roll Length	32.9 m (36 yd)

Information

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ISO Statement

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