



# 3M Fire Protection Products

## Marketing Broadcast

BROADCAST: M16-001 BLOCKS, PLUGS, PLANKS NEW PRODUCT LAUNCH

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Issued by: George Yoshida, Ted Colwell

**TITLE: NEW PRODUCT LAUNCH  
3M™ FIRE BARRIER BLOCKS, PLUGS AND PLANKS**

**DESCRIPTION:** 3M Fire Barrier Blocks, Plugs (two sizes – 2” and 4” diameter) and Planks are UL listed products designed to firestop openings in fire rated floors and walls created by cables, cable trays, conduit and multiple conduit. These products pass the ASTM E814 UL 1479 fire tests for through-penetrations as well as meet the International Building Code for passive fire protection. 3M Fire Barrier Blocks, Plugs and Planks are installed by mechanical, electrical, plumbing and firestop contractors in commercial and multi-family residential rated construction to help prevent the spread of flames, hot gases and smoke. No wire mesh is required for the installation of these products. For large rectangular openings stack the Blocks or Planks in the opening and use 3M™ Fire Barrier Rated Foam FIP 1-Step or other approved 3M sealants (refer to UL system for specific sealants) at the edges of the opening and around the penetrant. For circular blank openings less than 4 inches install the plug in the opening. Product remains pliable and soft after installation for easy re-entrability.

### PRODUCTS:

Blocks, Plugs, Planks E1 FPP National Gold Pricing													
Marketplace Formal Name	Product #	Stock #	UPC	Units Per Shipper	Shippers Per Layer	Layers Per Pallet	Units Per Pallet	Product Dimensions (Inches)	Shipper (Case) Weight lbs	List	E1 FPP National Gold	E1 FPP National Gold \$2500 Assortable Volume Buy	E1 FPP National Gold \$5000 Assortable Volume Buy
3M™ Fire Barrier Block B258	B258	98-0441-1000-9	0-00-76308-97939-3	12	10	4	480	7.875 x 5.12 x 2.36	14.78	\$ 36.00	\$ 18.79	\$ 18.04	\$ 16.54
3M™ Fire Barrier Plug PLG2	PLG2	98-0441-1002-5	0-00-76308-98126-6	4	60	5	1200	Lower Diameter 2.0 Upper Diameter 2.9 Height 2.3	1.41	\$ 35.00	\$ 18.27	\$ 17.54	\$ 16.08
3M™ Fire Barrier Plug PLG4	PLG4	98-0441-1003-3	0-00-76308-98203-4	4	36	5	720	Lower Diameter 4.0 Upper Diameter 4.5 Height 2.4	3.23	\$ 42.00	\$ 21.92	\$ 21.04	\$ 19.30
3M™ Fire Barrier Plank PK39	PK39	98-0441-1001-7	0-00-76308-98231-7	3	5	7	105	39.37 x 5.12 x 2.36	19.02	\$162.00	\$ 84.56	\$ 81.16	\$ 74.42





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### MARKETING INFORMATION:

**Blocks and Planks.** Firestopping large openings can be challenging often requiring multiple products such as chicken wire. 3M is the only company that makes Blocks, Planks, Composite Sheets, Pillows AND a Firestop Foam for the sealing of these large openings. Distributors will be able to increase sales and penetrate this market as they have not had an option to sell a brick/block-STI does not carry a brick/block. Now they can go after the Hilti contractor with a “full bag of solutions” and offer a Pillow, Composite Sheet, Firestop Foam AND a Block. Contractors now have multiple choices depending on the situation and preference.

**Plugs.** 2” and 4” Plugs are a convenient method of firestopping 2” and 4” diameter openings for either temporary or permanent firestopping.

### APPLICATIONS:





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## COMPETITION:

### Large Openings Solutions: 3M Vs Hilti

			
3M Block	3M Plank	3M Pillow	3M Comp Sheet
	Does Not Stock	Does Not Stock	
Hilti Brick	Hilti Plank	Hilti Pillow	Hilti Comp Sheet

### Large Openings Solutions: 3M Vs STI

			
3M Block	3M Plank	3M Pillow	3M Comp Sheet
Does Not Stock	Does Not Stock		
STI Brick	STI Plank	STI Pillow	STI Comp Sheet





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**VALUE PROPOSITION:**

**Blocks and Planks.**

1. No wire mesh. **STACK, SEAL, DONE.**
2. Strong UL systems. Up to 36" x 36" openings, multiple cable trays.
3. No tools.
4. 3M Block 18% larger in cubic volume compared to Hilti Brick.

**Plugs.**

1. No tools.
2. Insert Plug and **DONE.**

**TECHNICAL FACTS:**

There are currently UL tested and listed systems for blank openings, metal pipes, cables, cable trays, insulated pipes and combinations of these. See links for specific UL systems.

**SALES STRATEGY:**

Convert contractors currently using Hilti Bricks and Plugs.

**SALES DIRECTION:**

1. Identify Hilti contractors in your market.
2. Present 3M Blocks, Plugs and Planks.
3. Have FUN and start taking share from our competition! This product is a fun product to sell!

**LITERATURE AND MARKETING COLLATERAL:**

Web Page	<a href="http://solutions.3m.com/wps/portal/3M/en_US/Adhesives/Tapes/Products/~/Firestopping-Products-and-Systems?N=8710079&amp;rt=r3&amp;Nao=0">http://solutions.3m.com/wps/portal/3M/en_US/Adhesives/Tapes/Products/~/Firestopping-Products-and-Systems?N=8710079&amp;rt=r3&amp;Nao=0</a>
Flyer Technical Data Sheet Installation Guide Video Certificate of Conformance Country of Origin: TAA,BAA,ARRA UL Certificate of Compliance Press Release FAQ's Estimating Tool Contractor Presentation Specification 2010 Format Specification 1995 Format Sample Submittal Package Shelf Life	<b>Blocks Plugs Planks Documents</b> <a href="http://gpimmediacollections.3m.com/index.php/3m/dmrweb?albumId=401194">http://gpimmediacollections.3m.com/index.php/3m/dmrweb?albumId=401194</a>



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Product and application photos	<b>Blocks Plugs Planks Photos</b> <a href="http://gpiimmediacollections.3m.com/index.php/3m/dmrweb?albumId=416915">http://gpiimmediacollections.3m.com/index.php/3m/dmrweb?albumId=416915</a>
Safety Data Sheet	<a href="https://multimedia.3m.com/mws/SecureMediaWebServer?mwsId=SSSSSu9n_zu8m00xm8_ZMx_vmv70k17zHvu9lxtD7xtBevSSSSSS-">https://multimedia.3m.com/mws/SecureMediaWebServer?mwsId=SSSSSu9n_zu8m00xm8_ZMx_vmv70k17zHvu9lxtD7xtBevSSSSSS-</a>
<ul style="list-style-type: none"> <li>UL System C-AJ-0153</li> <li>UL System C-AJ-0154</li> <li>UL System C-AJ-1668</li> <li>UL System C-AJ-3339</li> <li>UL System C-AJ-4109</li> <li>UL System C-AJ-8255</li> <li>UL System W-J-0025</li> <li>UL System W-J-0026</li> <li>UL System W-L-0049</li> <li>UL System W-L-0050</li> <li>UL System W-L-0051</li> <li>UL System W-L-1526</li> <li>UL System W-L-3426</li> <li>UL System W-L-8106</li> <li>UL System W-L-0xxx (Pending)</li> <li>UL System W-L-4090</li> </ul>	<b>Blocks Plugs Planks UL Systems</b> <a href="http://gpiimmediacollections.3m.com/index.php/3m/dmrweb?albumId=416953">http://gpiimmediacollections.3m.com/index.php/3m/dmrweb?albumId=416953</a>

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