

3M™ ENVISION™ TRANSLUCENT FILM SERIES 3730 HELPS BRING MORE ENERGY EFFICIENCY TO SANTANDER BANK SIGNAGE

The Santander group is the fourth largest financial brand in the world – according to consultants, Brand Finance – and the largest in Spain. The decision to unify all of the commercially used brands within the group under the primary Santander brand in Spain meant integrating 1,400 retail branches from the newly acquired Banesto brand to the Santander brand. The integration plan was carried out during the fourth quarter of 2013. Santander group had been using 3M™ Scotchcal™ Translucent Graphic Film Series 3630 and 3M™ Panagraphics™ III Wide Width Flexible Substrate for its signage for some time. Now, a new LED-enabling product from the Commercial Solutions Division (CSD) offered an opportunity to elevate the energy-efficiency in Santander’s external signage.



Three companies worked in partnership to deliver the new brand image and incorporate it into the Santander signage. This partnership included: Técnicas e Imagen, one of Spain’s

leaders in corporate identity implementation; Tridonic, a manufacturer of LED products; and CSD in Spain.

By using the new 3M™ Envision™ Translucent Film 3730 – which provides increased light transmission and is optimized for use with LEDs – the Santander group has been able to achieve some key objectives relating to controlling its environmental footprint and reducing consumption of electricity in its operations, as defined in its sustainability policy for the period 2012-2015.

In this new signage project, the transition from traditional lighting with fluorescent bulbs to LEDs had already provided some important savings in the electrical energy needed to illuminate the signs. But adding Envision Translucent Film 3730 to the sign construction brought other improvements: The optimization of the LEDs, both in number of LEDs needed to create the correct level of brightness in the signs, as well as in the luminous flux. This is due to the increased light transmission provided by Envision Translucent Film 3730 versus the traditional translucent films. With all of these improvements, the result has been to deliver new network signage with savings of more than \$4.7 million (or 4 million €) over a 10-year period in both electricity usage and CO₂ emissions.

Some additional advantages of using Envision Translucent Film 3730 with LEDs in these new signs include:

- The ability to make thinner light boxes, giving better appearance to the exterior retail sign facades
- Brighter signs than before, while using fewer LEDs – without compromising the brand appearance both day and night
- Improved light uniformity, achieved through optimum distribution of the LEDs, together with the greater light transmission provided by Envision Translucent Film 3730.