

## **3M Introduces 3M Batting Gloves With Greptile Grip; Revolutionary "Greptile" Technology Comes to Baseball and Softball**

3M's Sports and Leisure Products announced today the introduction of the new 3M Batting Gloves with Greptile technology. This amazing gripping technology has been giving golfers longer drives with less effort, since it was introduced last summer, and now is found to increase the performance of batters in softball and baseball. A study performed at Concordia University in Minnesota found that, on average, batters using 3M Batting Gloves gained an increase in swing speed of 4.2 percent, leading to an increase in ball flight distance of up to 16 feet.

The study found that batters using the new 3M Batting Gloves used a lighter grip and, as a result, increased bat speed. The secret is the patented Greptile material. Made with 3M's microreplication technology, Greptile material has thousands of tiny gripping "fingers" per square inch, allowing for a sturdier grip with less effort. The Greptile material is sewn into a high-quality leather batting glove to give competitive players an edge over traditional gloves.

After taking the golf glove market by storm, 3M is aiming to revolutionize batting gloves. "The application of the Greptile material to batting gloves is a natural fit," says George Dierberger, marketing and international manager of 3M Sports and Leisure Products Project. "Gripping a baseball or softball bat is much the same as gripping a golf club, and athletes in both sports are looking for performance improvement. If you're looking for a controlled swing with lighter grip, 3M wants to help you get there."

Endorsed by former Major League Baseball all-star and Hall of Fame inductee, Paul Molitor, the 3M Batting Gloves are a no-sacrifice way to improve hitting. "This truly is a breakthrough in batting gloves," said Molitor. "You get maximum grip - the kind of grip you need to have a major impact on your bat speed."

Little Leaguers also can get their batting up to speed with 3M Youth Batting Gloves with Greptile grip, sized specially for junior enthusiasts. Whether you're looking to impress your coworkers in an office softball league, make the varsity squad or equip your Little League, 3M Batting Gloves are designed for increased power with less effort.

And for those players looking for the ultimate grip and maximum performance, 3M is introducing the 3M Bat Wrap, which provides a high-strength adhesive backing with added Greptile material. It wraps easily around the bat and has a durable synthetic construction that results in enhanced gripping performance.

3M Batting Gloves with Greptile grip are available in men's medium, large and extra-large for a suggested retail price of \$35. 3M Youth Batting Gloves with Greptile grip are available in small, medium and large at a suggested retail price of \$29.99. 3M Bat Wraps also are available for a suggested price of \$9.99 and can be found along with all other 3M batting products at Target stores nationwide.

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