

Thinsulate(TM) Insulation Offers 3point5 Web-based Training Program to Retailers

Thinsulate insulation recently announced it will be joining the ranks of other outdoor industry leaders and offering up 3point5 training to their retailers. 3point5, an Internet-based community of manufacturers, retailers and retail salespeople, focuses on improving sales floor performance with Web-based training and incentive programs.

The sales and marketing team at 3M, manufacturers of Thinsulate insulation, realize the importance of properly educating salespeople on their product. With their daily contact with consumers, salespeople are truly on the frontlines providing advice related to consumers' choices. 3point5 is known for its quick, fun and effective training aimed at improving the communication between salespeople and consumers, which, in turn, may lead to an increase in sales at the cash register.

"We're always striving for creative approaches when educating retail sales staff on Thinsulate insulation. The 3point5 program is a great fit for our marketing and sales goals," commented Kim Kocer, market development manager for Thinsulate insulation.

Throughout the winter season, Thinsulate insulation's 3point5 program will award two iPods per month to retail employees with the highest scores on product knowledge quizzes. The Thinsulate insulation 3point5 program also will provide shop staff with a link to the Skullcandy Web site (<http://www.skullcandy.com/>) for discounts on their headphones, MP3 players and other products.

For more information on 3point5 training for Thinsulate insulation, retailers can contact Kim Kocer, kkocer@mmm.com or (651) 733-5065.

About Thinsulate insulation

Introduced more than 25 years ago, Thinsulate insulation was the original "warmth without bulk" insulation. Since Thinsulate insulation's inception, 3M has continued to look for more innovative and high-tech warmth for today's active, outdoor enthusiast. The current line of Thinsulate insulation products includes Thinsulate Lift Loft insulation, Thinsulate ultra insulation, Thinsulate supreme insulation and Thinsulate flex insulation. For more information, visit www.3M.com/Thinsulate.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

Scotch, Post-it, Scotchgard, Thinsulate, Lite Loft, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

Other trademarks or names may be the property of their owners.

Stanwood & Partners PRLori Crabtree@wyoming.com or 3M, St. Paul Public Relations Colleen Harris,
651-733-1566

<https://news.3m.com/2006-08-10-Thinsulate-TM-Insulation-Offers-3point5-Web-based-Training-Program-to-Retailers>