

3M Recognized for Design Excellence

3M Products Receive Awards for Integrating Performance with Design

They stick. They protect. They project. Some clean. Some manage wounds, while others manage light. For more than 100 years, the signature innovation behind 3M's 55,000+ products has delivered practical and ingenious solutions to the world, and recent honors suggest such innovation is actually by design.

Three products recently received recognition for advancing standards in product design: the Filtrete ultra slim air purifier, the 3M digital media system (DMS) 710 multimedia projector, and the Scotch paper cutter. The Filtrete air purifier received the 2006 GOOD Design Award from The Chicago Athenaeum: Museum of Architecture and Design (household products category), and the 3M multimedia projector was selected for inclusion in the ADI (*Associazione per il Disegno Industriale*) Design Index 2006, a publication in Italy that recognizes select products for quality and innovation in aesthetics, form, function and type. The Scotch paper cutter also received design honors from both organizations (office products category for the GOOD Design Award).

"3M continues to be dedicated to the critical combination of performance with design," said Mauro Porcini, 3M design manager. "With hundreds of submissions having been presented to these organizations, we are honored to have both the Chicago Athenaeum and the ADI Design Index 2006 validate the priority we have placed on design as a critical platform for our product development. 3M research is driven by careful identification of customer needs, and it is the delicate union of these requirements with superior technology that allows us to achieve a new level of aesthetic integration and customer experience."

3M developed the design behind all three products in collaboration with renowned designers in one of the world's most well-known hubs for creativity, Milan, Italy: Design Group Italia (Scotch paper cutter, 3M DMS 710 multimedia projector) and Paolo Pininfarina (Filtrete ultra slim air purifier). This unique integration of design expertise garnered recognition for 3M earlier this year as an invited participant in the exhibition, Milano Made in Design, a show promoted by the Province of Milan and the Milan Chamber of Commerce, in collaboration with the Region of Lombardy and other institutional and commercial partners. The exhibit premiered during Fashion Week in New York City last spring before continuing on to Toronto in September.

The Chicago Athenaeum and ADI Design Index 2006 awards were presented to 3M in mid-December. 3M also received a GOOD Design Award in 2005 for the Scotch Contour Dispenser, and has been recognized for product design by other cultural institutions in the past, including the Museum of Modern Art in New York City.

3M products(a) recognized:

Filtrete ultra slim air purifier

Presenting a sleek, streamlined design, the Filtrete ultra slim air purifier captures 98 percent of airborne particles, like dust and mold spores, and can be mounted on the wall, making it perfect for tight spaces. The Filtrete air purifier includes unique features such as a remote control with programmable timer, as well as a built-in room night light and filter change indicator light.

Designer: Paola Pininfarina; sold in the United States and Taiwan at a suggested retail price of \$299.

3M DMS 710 projector with Vikuiti super close projection

Inspired by sports car design that has evolved over the years, the 3M DMS 710 is much more than a standard projector. Vikuiti super close projection technology allows consumers to project high-quality, large images, from a very short distance, making it ideal for business and home entertainment use. The 3M DMS 710 features true XGA resolution, a USB media reader, Dolby 5.1 audio system and a built-in DVD player.

Designer: Design Group Italia; sold worldwide at a suggested retail price of \$2,995.

Scotch paper cutter

Designed for safety, the Scotch paper cutter applies a precision ground stainless steel blade that is protected for easy, clean, straight cuts. The Scotch cutter moves faster than scissors, and offers consumers a much more convenient option for gift wrapping, clipping coupons, kids' crafts, and a multitude of other resourceful uses at the home, office or on the go.

Designer: Design Group Italia; sold in North America and Europe at a suggested retail price of \$6.49.

(a) Product images available upon request.

About the Chicago Athenaeum: Museum of Architecture and Design GOOD Design Program

As one of the oldest awards programs, the GOOD Design Award bestows international recognition upon designers and manufacturers for advancing new and innovative product concepts and originality, as well as for stretching the envelope beyond what is considered standard product and consumer design. The Chicago Athenaeum is an International Museum of Architecture and Design dedicated to all areas of the discipline: architecture, industrial, and product design, graphics, and urban planning. As the nation's only independent Museum of architecture and design, the organization has demonstrated leadership and innovation in bringing the subject of design and its impact on the quality of life before a national and international audience. GOOD Design is a trademark of the Chicago Athenaeum.

About ADI Design Index 2006

Presented by the Association of Industrial Design in Italy, this publication recognizes select products for quality and innovation in aesthetics, form, function and type, divided into five categories (Design for home living, Design for the environment, Design for work and services, Design for people and Visual design).

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.

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

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

<https://news.3m.com/2006-12-21-3M-Recognized-for-Design-Excellence>