

3M Develops a “Smarter” Way to Clean the Air

New Room Air Purifiers Combine High-end Design with Superior Air Cleaning Power

ST. PAUL, Minn.--([BUSINESS WIRE](#))--A new line of Filtrete air purifiers are being launched by 3M, the maker of Filtrete air filters. These new air purifiers couple stylish design with effective performance, including the highest combined Clean Air Delivery Rate (CADR) ratings for dust, smoke and pollen among air purifiers designed for rooms up to 160 and 350 square feet. CADR is a measure of how quickly an air cleaner helps remove particles that pass through the unit. So, the higher the CADR, the faster the air purifier cleans the air(1).

The new line of Filtrete Ultra Clean air purifiers from 3M offer superior CADR ratings, and display CADR on product packaging, so that it is easy to identify the smarter air purifying choice. In fact, independent testing conducted at Intertek Testing Services found the cleaning power of the new Filtrete Ultra Clean air purifiers to be so effective that it would take 13 units of the Sharper Image Ionic Breeze Quadra to clean the same 350 square feet as one Filtrete Ultra Clean Air Purifier(2).

Besides delivering superior cleaning power, Filtrete Ultra Clean air purifiers are packed with unique features such as a filter change indicator that lights up when the filter is covered with particles and needs to be replaced. So there's no more guesswork as to when it's time to change the filter. Filtrete Ultra Clean air purifiers are among the quietest air purifiers on the market. And the sleek, streamlined design looks attractive from all sides, complementing most room décors.

For those seeking an even sleeker and slimmer design, 3M is also introducing the Filtrete Ultra Slim air purifier. It includes unique features such as a remote control with programmable timer as well as a built-in room night light. For apartment dwellers and others living in tight spaces, the Filtrete Ultra Slim air purifier can be mounted to a wall, taking up even less floor space.

Filtrete Ultra Clean air purifiers have a suggested retail price of \$149 to \$199, depending on model, and are available at leading mass merchandisers nationwide. The Filtrete Ultra Slim air purifier has a suggested retail price of \$299 and is available at Target.

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 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.

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(1) The Association of Home Appliance Manufacturers (AHAM) instituted CADR as an industry standard used to compare different makes and models of room air purifiers.

(2) Intertek Testing Services is the independent laboratory for the AHAM Room Air Cleaner Certificate Program. These tests were based on Filtrete Ultra Clean Air Purifier Model FAP03. (Note that in the October 2005 issue of a leading magazine that rates consumer products, the Quadra received ratings of “poor” in dust and smoke

removal.)

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