

3M Entering Segmented Reflective Trim Market

Next Generation of Trims Offers More Options for the Primary Apparel Marketplace

3M is enhancing its commitment to worker safety and comfort with the introduction of its new 3M™ Scotchlite™ Reflective Material – Series 5500 Comfort Trim. This series is composed of 3M™ Scotchlite™ Reflective Material – 5510 Segmented Home Wash Trim and 3M™ Scotchlite™ Reflective Material – 5530 Segmented Industrial Wash Trim, and represents the next generation in an established line of reflective products that enhance visibility in a variety of conditions.

“With a growing interest in taking high-visibility safety apparel “beyond the vest” to primary apparel, such as work wear and outerwear, an offering in this category is essential,” said Cory Erickson, market development manager, 3M Visibility and Insulation Solutions. “The improved drape and moisture vapor transmission of these segmented trims provides improvement in the comfort for apparel used in the occupational markets we serve.”

The unique design of the segmented trim provides improved moisture vapor transmission so workers can stay dryer and cooler, while the increased flexibility makes garments more comfortable to move in. Scotchlite reflective material – 5510 segmented home wash trim and Scotchlite reflective material – 5530 segmented industrial wash trim are designed for improved wash durability, which can contribute to a longer garment life. Both meet retroreflective performance standards and are certified to ANSI, CSA and other standards.

The segmented trims are being produced and marketed through a business relationship between 3M and Safe Reflections, Inc. Safe Reflections, owners of the Airex® trademark, is the exclusive converter of these products for 3M and the two companies will provide strong access to high-visibility solutions that provide the level of protection and comfort desired for use in primary apparel.

“Working with 3M will broaden customized applications of Scotchlite reflective material to meet a unique and growing need in the marketplace,” said Bob Koppes, owner of Safe Reflections. “We are very excited to be expanding our relationship with them to better serve the occupational industry.”

Scotchlite reflective material – 5510 segmented home wash trim and Scotchlite reflective material – 5530 segmented industrial wash trim will be available June 2007 through a variety of garment manufacturers.

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.

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

Airex is a trademark of Safe Reflections, Inc.

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