

3M Unveils a “Next Generation” Scotchgard™ Protector Repellent Finish for Outerwear Fabrics

Newest Addition to Next Generation of Scotchgard Brand Protective Treatments Helps Fabrics Stay Dry Without Losing Feel or Breathability

ST. PAUL, Minn.--([BUSINESS WIRE](#))--3M today is unveiling their durable dynamic Scotchgard brand Protector Repellent Finish, designed for outerwear fabrics. The formula is one in a number of new proprietary next-generation protective treatment products from Scotchgard protector that not only have excellent protection performance characteristics typically associated with products bearing the Scotchgard brand name, but have a very favorable environmental, health and safety profile.

The new Scotchgard Protector Repellent Finish is designed specifically for synthetic fabrics popular for both active and casual outerwear, where lasting water repellent characteristics are critical for the performance and life of the garment.

“We are very excited to provide the textile and apparel manufacturing industries with a high-performance fabric protection solution that will enhance their offering and their brand’s image,” says Mitch Culbreath, business manager, Scotchgard Protector. “At 3M we are always developing and improving our formulas, so that we are best serving industry, consumers and the environment.”

This next-generation formula provides a more sustainable alternative to other protective treatments currently available. 3M has developed and introduced this formula, built upon stable polymers, that has minimal to no environmental impact.

Note for Outdoor Retailer Attendees

The product will be featured at Outdoor Retailer Booth #40151. In addition, Mike Falco, 3M Environmental, Health and Safety Expert, will present an environmental review and discussion of 3M’s phaseout and their development of this next generation of sustainable fluoromaterials for repellent and stain management applications. This will be presented on Friday, Aug. 10, from 10 a.m. to 11:30 a.m. at the Downtown Marriott-Deer Valley Room.

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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