

Design Experts Honor Filtrete Ultra Slim Air Purifier by 3M with Red Dot Award: Product Design, 2008

3M products continue to be internationally recognized for design excellence

In one of the most renowned international design competitions, the Red Dot Design Award, the Filtrete Ultra Slim air purifier by 3M recently received honorable mention. With more than 3,200 products submitted to the competition, a jury comprised of design experts from around the world awarded honorable mentions for the first time to those products distinguished by exceptional design. The award will be presented at a gala ceremony hosting 1,000 guests at the Essen Aalto Theater in Essen, Germany on June 23, 2008. Winning products will also be on display at the Red Dot Design Museum, which houses the largest permanent exhibition of contemporary design worldwide, from June 24 through July 27.

The Filtrete Ultra Slim air purifier, developed in conjunction with renowned designer, Paola Pininfarina, is a powerful in-room air cleaning system that is 98 percent effective at capturing large airborne particles, such as dirt, dust and mold spores, from the air that passes through the filter. Its sleek, streamlined design allows the air purifier to be mounted on the wall, making it ideal for tight spaces.

“Successful products are in so far different from less successful products that they can survive in the real world,” explains design expert Professor Dr. Peter Zec, initiator of the Red Dot Design Award. “Successful participation in a design competition can already be an initial sign of a product’s later commercial success, because these competitions allow an objectification of otherwise often very subjective design decisions.”

Products submitted to the red dot design award are assessed by an international jury consisting of renowned design experts. The jury tests and examines the products against criteria such as degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function. This year, companies from 51 countries with a total of 3,203 products faced the judgement of the jury.

“To receive such recognition with a Red Dot Design Award is indeed a great honor for 3M,” said Mauro Porcini, head of design for 3M’s Consumer and Office Business. “Design is of paramount importance to our product development, and one of the most challenging elements we embrace in the integration of 3M’s superior technology to optimize customer experience.”

3M’s receipt of the Red Dot Design Award adds to a history of recognition in the design category for the company, which includes honors from other prestigious design organizations, as well as notable exhibits from museums and cultural organizations around the world.

About The Red Dot Design Award

Today, the red dot design award, the origins of which go back to 1955, is one of the largest and most renowned design competitions worldwide. It consists of the individual disciplines “red dot award: product design”, “red dot award: communication design”, and “red dot award: design concepts”, which has been held annually in Singapore since 2005. In 2007 the competition recorded more than 7,000 entries from 60 nations in total.

For further information please visit the following website: www.red-dot.de/press

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of

diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

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