

3M Continues to be Recognized for Design Excellence

Five 3M Products Receive Awards for Advancing Lifestyle and Industry

Long acknowledged for product and technological innovation, 3M was recently recognized by The Chicago Athenaeum: Museum of Architecture and Design and The European Center for Architecture, Art Design and Urban Studies for outstanding product design. Delivering on 3M's promise to bring practical and ingenious solutions to the world for more than 100 years, five products have received the prestigious 2009 GOOD DESIGN™ Award: Scotch Easy-Grip Packaging Tape Dispenser, Scotch Scissors, Scotch Pop-Up Tape Dispenser, Scotch Fur Fighter Hair Remover, and Post-it Flag Pens and Highlighters.

As the oldest and most recognized program for design excellence worldwide, the GOOD DESIGN program distinguishes products that align with a vision to brighten and enhance society through design. As such, it is no surprise that four of the 3M products recognized for this award come from the Scotch brand, which has yielded multiple solutions for creative and functional needs since Scotch Tape was first invented by 3M back in 1930. The Scotch products distinguished among this year's largest record number of entries feature the delicate union of design ingenuity with practical convenience. In addition, Post-it brand's line of Flags+ writing tools are recognized for simultaneously bringing sleek design and functional productivity to people's fingertips with a simple all-in-one tool for highlighting, writing and flagging to quickly find important items through everyday tasks.

"3M is thrilled to be recognized once again for incorporating outstanding design into our consumer products," said Mauro Porcini, 3M design manager. "With a record number of entries to the GOOD DESIGN award program this year from around the world, we are honored to take this opportunity to validate the priority of design as a critical platform for product development and customer experience at 3M."

The 3M Design Labs in St. Paul, MN and Milan, Italy co-developed the projects working closely with internal marketing and R&D teams to underline the integral role of design in the fabric of 3M innovation. In addition, the Design Lab works with outside experts from Italy, the United States, and beyond on a regular basis to incorporate dynamic and creative perspectives into product design. 3M developed the designs behind three of the five products (Scotch Easy-Grip Tape Dispenser, Scotch Scissors, Scotch Pop-Up Tape Dispenser) in collaboration with renowned designers at Design Group Italia (Milan, Italy).

This is the third year that 3M has been recognized by the GOOD Design Award program, with cumulative representation of eight products in total since 3M first received the Good Design Award in 2005. 3M product design has also been recognized by several other preeminent design organizations over the years, in addition to featured exhibitions at such institutions as the Museum of Modern Art in New York City.

3M Product Winners of the 2009 GOOD Design Awards:

Scotch Easy-Grip Packaging Tape Dispenser

Great for home and office use, the novel design of the Scotch Easy-Grip Packaging Tape Dispenser makes taping quick and easy. Featuring a soft touch handle for comfort, control and maneuverability, this dispenser also features a unique design that keeps tape clean and protected during storage and prevents tape from falling back on the roll; sold at a suggested retail price of \$9.99 (3M Design Team and Design Group Italia).

Scotch Scissors Line

The Scotch Scissors line ensures that design stays a "cut above" other alternatives when it comes to achieving precision and smooth cutting action. Available in an array of bright colors, the scissors feature soft, comfort grip

handles for left- or right-handed use, as well as stainless steel and titanium blades providing sharp edge and long cutting life; sold at a suggested retail price of \$5.99 – \$16.99 (3M Design Team and Design Group Italia).

Scotch Pop-Up Tape Dispensers Line

The Scotch Pop-up Tape Dispensers line demonstrates how design can “pop up” just about anywhere to help you get the job done and stay productive. Various dispensers that grip onto your desk, are portable, handheld or mountable offer a sleek delivery system to enable one-handed dispensing and keep tape available where you need it; sold at suggested retail price of \$1.99 - \$4.99 (3M Design Team and Design Group Italia).

Post-it Flag Pens and Highlighters

As part of the Post-it brand’s collection of writing tools, Post-it Flag Pens and Highlighters incorporate an ergonomic comfort grip and distinctive style to help you write, flag and find what matters – fast; perfect to bring on the go as well. The innovative design unites precision writing and bold colors with the functional benefits of productive multi-tasking with flags at your fingertips; sold at a suggested retail price of \$4.99 for a 2-pack (3M Design Team).

Scotch Fur Fighter Hair Remover

As a cleverly designed tool with a comfortable handle, angled tip, and soft rubber fingers (Microtrap™ Grippers), the Scotch Fur Fighter Hair Remover allows you to grip and trap pet hair from upholstery. The Scotch Fur Fighter is designed to be a must-have for any pet owner who wants to take the “fur” out of furniture; sold at suggested retail price of \$9.99 (3M Design Team).

**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 3M — A Global, Diversified Technology Company

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 \$25 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

3M, Scotch, and Post-it are trademarks of 3M.

© 3M 2010

3MGlenn Carter, 651-737-0687

<https://news.3m.com/2010-01-25-3M-Continues-to-be-Recognized-for-Design-Excellence>