

3M Non-Metallic Foil Technology Meets Certification Requirements for Use in MasterCard® Products

The 3M Company is pleased to announce their Non-Metallic Foil technology meets certification requirements for use in MasterCard® branded credit, debit and gift cards.

“3M’s Non-Metallic Foil technology allows banks, credit unions and other issuers to begin offering their customers transaction cards with this stunning, metallic-appearing finish,” said Mark Griffin, Global Business Manager for 3M’s Payment Components Business. “Consumers will love the appearance of cards printed with 3M Non-Metallic Foil technology while financial institutions will appreciate the opportunity to set themselves apart from the competition by offering new and existing customers transaction cards incorporating one-of-a-kind design aesthetics.”

3M’s Non-Metallic Foil technology uses proprietary 3M Multi-Layer Optical Film to give transaction cards a stunning, metallic-like finish. Because the technology contains no metals, it offers full ATM functionality and is safe to use in contactless cards. Cards using 3M Non-Metallic Foil technology are customizable with graphics and designs that meet an issuers specifications and can be printed using most existing production equipment. Already available in blue, 3M will introduce silver and gold finishes beginning in January 2011 with additional colors to follow later in the year.

3M’s Non-Metallic Foil technology will be on display in booth 4-L-018 during Cartes and IDentification 2010 at the Paris Nord Villepinte exhibition center. For more information on 3M’s Payment Components Business, visit www.3m.com/pcb.

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 \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3m.com or follow @3MNews on Twitter.

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