

3M Helps Change the Way People Think About Warmth

New 3M™ Thinsulate™ Insulation branding and merchandising systems offer brands and consumers an easy way to select the right insulation that suits their everyday needs

3M™ Thinsulate™ Insulation, the brand people have trusted to keep them warm for more than 30 years, today announced a new branding approach that changes the way people think about warmth. From premium, technically advanced apparel and accessories to everyday wear, the new labeling and hang tag system allows customers and retailers the ability to easily differentiate advanced, high-performance solutions from conventional applications.

Offering levels of insulation technologies, the new 3M branding system brings solutions beyond warmth. Already adopted by industry leaders Rossignol and Burton, the Thinsulate insulation brand provides a point of recognition among footwear, apparel and accessory items within the industry's most diverse product portfolio.

3M™ Thinsulate™ Platinum Insulation – Trusted Warmth + Advanced Technology

High-end “Platinum” distinction is right for technical performance outerwear. The platinum tag signifies Thinsulate insulation with advanced technical features designed to allow the insulation to do more.

Antimicrobial Odor Control with X-STATIC® – The Silver Fiber® - Multi-functional, high-tech performance (exceptional warmth, comfort and breathability plus a 99 percent reduction of odor causing bacteria*)

Exceptional Comfort – Siliconized microfibers provide soft, luxurious and down-like feel

Flexible Warmth – Elastomeric fibers provide 40 percent stretch in all directions

3M™ Thinsulate™ Insulation – Trusted Warmth Plus

The traditional black Thinsulate insulation hang tag with colored frame offers additional benefits valued by many consumers, such as recycled fibers and warmth without bulk.

Thinsulate Insulation with Recycled Fibers – Recycled alternative for apparel and accessories

Thinsulate Insulation—Thin, light, warm –Low loft warmth for slim silhouettes

Thinsulate Insulation—Extra Warmth –Offers additional warmth for cold-weather outerwear

3M™ Thinsulate™ Insulation—Trusted Warmth

Trusted warmth is the core of the Thinsulate Insulation business. When you see the black hang tag, you get warmth. Everyday products are identified by the traditional black hang tag that has helped make Thinsulate insulation the most recognized brand in its category worldwide.

**Laboratory tests show greater than 99.9% reduction of Staphylococcus aureus, Pseudomonas aeruginosa, and Brevibacterium epidermidis per ASTM E2149-01, as tested in the insulation alone.*

3M and Thinsulate are trademarks of 3M

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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