

3M ESPE Named Most Innovative

-Dental division shines again, bringing materials science and digital technology advances to dentistry-

For the sixth year in a row, 3M ESPE ranks as the most innovative company in the worldwide dental industry, according to the *2010 Dental Industry Review* conducted by The Anaheim Group, distributors of *Dental Fax Weekly*.

"It is ingrained in the culture of 3M to share information on materials and markets along with every technology at our disposal across the entire company," said Larry Lair, division vice president and general manager, 3M ESPE. "There are many stories in this company of technology cross-pollination that have led to breakthrough innovations that really make a difference for our customers. Every day we are working to leverage the resources of the total company to help solve problems and make things better for our dental customers and partners around the world."

Elaborating on 3M's many stories of innovation, 3M ESPE global business director Jim Ingebrand said, "The same technology used to mix impression materials in our Pentamix™ Mixing Unit is being used by auto-body repair specialists to mix fillers for automobile body work. Similarly, nanotechnology that improves the performance of Filtek™ Supreme Ultra Universal Restorative for dentists is helping to create the next generation of fishing rods. This deep of a technology pool better enables us to meet dental professionals' needs and in turn, helps make them more successful."

Data showing an average of 45 innovations per year for 3M ESPE puts the company head and shoulders above other manufacturers during the past six years. This model of consistency in innovation continues to produce industry firsts, as well as best-in-class solutions for use throughout the life cycle of the tooth.

"According to the 2010 Booz and Company Global Innovation Study, 3M ranks as the third most innovative company in the world, behind only Apple and Google," continued Lair. "That type of reputation isn't earned by chasing any and every idea that comes across the desk, but through purposeful innovation aimed at helping customers overcome their challenges."

The Anaheim Group considers three components in its innovation index, including: FDA 510(k) new product clearances for the U.S. market; United States Patent Office dental industry patents; and dental patents from the European Patent Office and the World International Patent Office. The *Dental Industry Review* summarizes the key business and technical events occurring in the worldwide dental industry.

3M ESPE manufactures and markets more than 2,000 products and services designed to help dental professionals improve their patients' oral health care. 3M Health Care, one of 3M's six major business segments, provides world-class innovative products and services to help health care professionals improve the practice and delivery of patient care in medical, oral care, drug delivery and health information markets. The recently created 3M Digital Oral Care Department, part of the 3M ESPE Division, aims to accelerate and strengthen 3M's efforts to lead the digital transformation that is occurring in oral care. For more information on the complete 3M ESPE line of dental products visit the 3M ESPE Web site at www.3MESPE.com or call the 3M ESPE Technical Hotline at 1-800-634-2249. Products are available for purchase through authorized 3M ESPE distributors.

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About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of

creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 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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