

3M Launches Website

New Website Represents Greater Concentration on Military Market

3M today officially launched its new website, http://www.3m.com/Defense_PR, providing a more efficient way for customers to identify its vast array of products and technologies.

“The new website reflects 3M’s broad participation in the defense industry,” said Norb Biderman, business director, 3M Industrial & Transportation Business. “We’ve been providing products and technology directly to the military and its suppliers for some time now and our offerings are at a point that merit a more comprehensive and cohesive presence,” Biderman added.

The new website will allow for ease of navigation to find information on 3M products for sea, air, warfighters and ground systems, while the technologies section will guide users to the wide variety of the company’s innovative technologies and products ranging from tactical communication systems, to tape, abrasives, and adhesives, to safety products, and beyond.

3M has been meeting the needs of defense personnel by providing products and technologies that help reduce life cycle costs and improve performance, address total ownership costs, affordability, reliability, and survivability of current and future military systems and operations.

3M was one of 15 companies nationwide that recently received the 2011 Secretary of Defense Employer Support Freedom Award. The Freedom Award is the highest level of recognition given to employers by the Department of Defense and recognizes a company’s exceptional support of its employees serving in the Guard and Reserve.

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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