

3M Offers Expertise and Brand Power to Authorized Water Dealers

NASCAR star Greg Biffle to make appearance at WQA Aquatech USA

3M Purification announces a robust support program for Authorized Water Quality Dealers, featuring advanced marketing assistance and ongoing training opportunities. With 3M's help, water quality dealers can put these powerhouse tools into practice to generate more attention and grow their businesses. The company has also enlisted NASCAR star Greg Biffle to help get the word out at the WQA Aquatech USA show, to be held this April in Indianapolis.

The 3M Authorized Dealer Program focuses on three key benefits that 3M Authorized Water Dealers gain from their affiliation with the company. First, 3M brings its outstanding brand power to the partnership – customers know and trust the 3M name for quality and reliability. Additionally, 3M assists its water quality dealers with sophisticated marketing tools, including comprehensive internet, print and e-marketing programs. This adds up to better visibility and increased awareness of water quality dealers affiliated with 3M. Finally, 3M has built its name based on its technology and innovation, so not only can authorized water quality dealers take advantage of its industry-leading technology today, but they can be confident 3M will make continuous innovations to help them grow their businesses in the future.

Additional benefits to becoming a 3M Authorized Dealer include exclusive geographic territories, dedicated customer service for dealers and end-users, a dedicated landing page on 3MWater.com, and ongoing training and development opportunities to help water quality dealers stay on top of changes in the industry.

To help 3M Authorized Water Dealers gear up for another winning season, check out NASCAR star Greg Biffle discussing the new support program [here](#), in advanced of his appearance at the WQA Aquatech USA show at 3M booth, number 1115, on Wednesday, April 3 from 12:00 p.m. to 2:00 p.m. Biffle, driver of the No. 16 3M Ford Fusion in the NASCAR Sprint Cup Series, will sign autographs and pose for photos with visitors to the booth, and will also conduct three VIP meet-and-greet sessions. VIP sessions will be awarded to three winners of a drawing, to be selected from the names of water quality dealers who pre-schedule a one-on-one session with 3M Purification reps during the WQA trade show. Water quality dealers need to pre-schedule their 3M session by March 29 to be entered into the drawing to win one of the three VIP meet and greet sessions with Greg Biffle. One-on-one slots with 3M are limited, so interested water quality dealers are encouraged to schedule in advance by calling 855-3M WATER. Additional business card drawings will be held at the booth for autographed Greg Biffle items.

For more information about becoming a 3M Authorized Water Dealer, visit www.3MWater.com/becomeadealer.

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 \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

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