

3M Displays Products that Enable Sustainable Data Centers at Data Center World 2013

As demand for data and premiums on energy have grown, sustainability and energy efficiency have become the watchwords for the data center industry. Several new products from 3M that help make [data centers](#) more sustainable will be featured at the upcoming Data Center World, April 28-May 2 in Las Vegas, booth 1223.

Among the newest solutions showcased is Open Bath Immersion (OBI) cooling. This innovative technology employs 3M Novec Engineered Fluids, a family of innovative and [environmentally sustainable dielectric fluids](#), that take away heat from electronics immersed in its bath through two-phase cooling. This revolutionary technique performs by dramatically increasing facility energy efficiency by reducing the energy required for cooling as well as enabling transformational advances in very dense super computer hubs. Novec fluids are proven for their efficient heat transfer properties. In addition, Novec fluids are non-ozone depleting with low global warming potentials. Now, when applied in the energy-intensive, heat-generating data centers, the properties advance the cooling process without degrading signal integrity. "Novec fluids reward users with peace of mind as these proven environmentally sustainable solutions find ways to pioneer further environmental stewardship as the next-generation [cooling solutions](#) that can replace traditional fans used for cooling and enable recovery and re-use of energy, say for heating water," noted Il Ji Kim, marketing manager, 3M Electronics Markets Materials.

[3M Filtrete HVAC air filters](#) feature a proprietary design that offers best-in-class sustainability features. A single, 2-inch, 24X24 Filtrete Minipleat, with its "minipleated" design, holds more than 52 square feet of media, resulting in long lasting (12-month average) filters with low pressure drops for lower lifecycle and energy costs due to better air flow.

With its high-performance, high-speed connectivity products, 3M is helping customers achieve more energy-efficient operations. [3M Active Optical Cable](#) (AOC) is a low power AOC option offering significant power savings compared to many competitive AOC assemblies and pluggable transceiver modules. [3M Twin Axial Cable](#) drives data center efficiency by enabling efficient operations and improving server airflow.

New additions to the [3M Crimplok+](#) family of fiber connectors now offer 250 micron and 900 micron singlemode and multimode options for the data center. With minimal tool requirements, simple installation and no need for cable slack storage, mechanical field terminations, minimize waste while saving installation time.

"Over the past 40 years, 3M has actively pursued the development of products that enable our customers to reduce their impact on the environment," said Gayle Schueller, vice president, 3M Global Sustainability. "The 3M Data Center Solutions portfolio supports this commitment. Today, we're building on decades of practices that support economic, social, and environmental sustainability."

3M has a longstanding commitment to sustainable development. That commitment is reflected in 3M's new product development. 3M Pollution Prevention Pays and Life Cycle Management (LCM) help 3M integrate environmental solutions into new products. LCM ensures that 3M products address environmental, health and safety opportunities and risks throughout their life cycles - from materials acquisition and development through manufacturing, distribution, customer use and disposal/recycling.

Visitors who stop by 3M's Data Center World booth (#1223) will also see a glimpse of 3M's cooling solutions, high-speed connectivity, fiber structured cabling, intelligent connectivity, copper structured cabling, infrastructure protection, fire protection, medium voltage power, air filtration and biometric physical access control. Find more information on [sustainability at 3M](#) and 3M solutions for the [data center](#).

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](#) on Twitter.

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