

3M Brings New Technology, New Water Dealer Tools to WQA Aquatech USA

Select Products will now carry WQA Sustainability Certification

3M Purification will showcase a suite of exciting new resources for its 3M Authorized Water Dealers at WQA Aquatech USA, March 18-21 in Orlando, Fla. In addition to debuting a new booth and a new drinking water filtration system, 3M will introduce the water community to the 3M Dealer Advisory Council, and will also preview exciting new online tools for dealers.

New Product Innovations

WQA Aquatech USA attendees will see the introduction of 3M's latest water quality innovation—the 3M™ Reverse Osmosis Drinking Water Filtration System. This under-sink system is newly optimized for reduction of specific VOCs, and has been tested and certified by NSF International against NSF/ANSI Standards 42, 53 and 58. When operated under specific conditions, the system has the ability to produce up to 18.95 gallons per day of clean, fresh water. Enhanced with an increased service flow rate of 0.6 gallons per minute, the 3M RO system is an ideal solution for cleaner, better tasting water. A Performance Data Sheet containing information about contaminant reduction, operating, and performance claims will be posted following the product's release on 3MWater.com.

E-Tools to Drive Leads and Sales

2014 will see the addition of some powerful new tools for 3M Authorized Water Dealers, with a soon-to-be-unveiled mobile app for dealers as well as a powerful new website. These tools will be added to the already robust package offered to 3M Authorized Water Dealers, who enjoy exclusive territories, the ability to leverage the 3M brand with its industry-leading technology, and sophisticated marketing and lead generation. 3M gives its dealers personalized marketing campaigns and messaging tailored to the water quality issues of their local communities. Plus, a new customer relationship management system now gives 3M Authorized Water Dealers direct access to local leads with specific details about their individual needs.

A Destination Booth

At WQA Aquatech USA, 3M will unveil its new sports bar-themed booth, number 213, which will be equipped with big-screen TVs so attendees can stay on top of the March Madness action. Water dealers are invited to stop by the booth each day to shoot some free throws and enter a prize drawing.

Introducing the 3M Dealer Advisory Council

The new 3M Dealer Advisory Council (DAC) is made up of nine members, seven of which are 3M Authorized Water Dealers who have been selected to the council based on their leadership in the water industry and the 3M Authorized Water Dealer program. To introduce themselves to the water dealer community, the DAC will host an exclusive social hour in the 3M booth on Wednesday, March 19, from 3:30 to 5:00 p.m. The social hour will be open to independent water dealers invited by DAC members, as well as independent dealers who sign up to meet with 3M for a one-on-one session during the show. During this social hour, 3M will “hand over the keys” to the booth to the DAC, whose members will talk candidly with invitees about the 3M Authorized Water Dealer program.

For More Information

WQA Aquatech USA attendees who would like to sign up for a one-on-one session with 3M and receive an invitation to the exclusive Dealer Advisory Council Social Hour should call 855-3M-WATER (855-369-2837). Spots are limited, so interested dealers are encouraged to sign up early.

For more information about 3M's products and the 3M Authorized Water Dealer program, 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 \$31 billion in sales, 3M employs 89,000 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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3M introduces its latest water quality innovation - the 3M(TM) Reverse Osmosis Drinking Water Filtration System. This under-sink system is newly optimized for reduction of specific VOCs, and has been tested and certified by NSF International against NSF/ANSI Standards 42, 53 and 58. (Photo: Business Wire)

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