

3M Named Official Science Partner of Minnesota Vikings

More than 50 3M products used in U.S. Bank Stadium construction

3M's science and technology will help propel the Minnesota Vikings forward over the next decade. Today, two iconic brands announced the expansion of their relationship as 3M becomes the Official Science Partner of the Minnesota Vikings team.

"3M is a company that is synonymous with science and innovation in the minds of millions of people around the world," said Vikings Owner/President Mark Wilf. "We are thrilled to work with a Minnesota-based global innovator like 3M to enhance the game day experience for Vikings fans."

The partnership is a 10-year deal that allows 3M and the Vikings to work together on specific creative media projects, provides branded signage inside U.S. Bank Stadium – including a permanent sign in the Northeast corner of the stadium measuring more than 4,800 square feet – and makes 3M the preferred supplier of branded first aid stations in the stadium.

"We're proud to partner with the Minnesota Vikings to help bring the story of 3M science to an even broader audience," said Don Branch, vice president and chief marketing officer for 3M. "We can apply our science in so many ways to help provide customer solutions. More than 50 3M products have gone into the design and build of this architectural marvel – U.S. Bank Stadium."

Vikings fans will see 3M technology nearly everywhere they look inside the stadium – from the graphic films and DI-NOC Architectural finishes in concessions, to the [Fluoroplastic ETFE](#) on the clear, lightweight and self-cleaning roof constructed by [Vector Foiltec](#) with film manufactured from 3M Dyneon Fluoroplastic ETFE by [NOWOFOL Kunststoffprodukte GmbH](#). Even during construction, 3M technology helped builders stay safe through personal safety products like eye wear, helmets and hearing protection. 3M fire barrier products will also protect the stadium for years to come.

For more information on the ETFE roof, you can read about it [here](#).

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$30 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter @3M or @3MNewsroom.

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U.S. Bank Stadium and the ETFE roof made with 3M fluoropolymer (Photo courtesy Minnesota Vikings)
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Rendering of U.S. Bank Stadium interior showing 3M signage (Image courtesy Minnesota Vikings)

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