

3M Food Safety's Two-in-One 3M Petrifilm Plate Reveals Next-Day Results for Both *E. coli* and Coliforms

New 3M Petrifilm Rapid *E. coli*/Coliform Count Plate saves time in testing, enables food processors to release their products from inventory faster

3M Food Safety today introduces the 3M™ Petrifilm™ Rapid *E. coli*/Coliform Count Plate, a two-in-one indicator test that gives the customer both an *E. coli* and total coliform count in 18-24 hours. In addition to possessing all of the simple, reliable and sustainable conveniences that have made the 3M™ Petrifilm™ brand a go-to test for decades, the new plate distinguishes *E. coli* from other coliform bacteria in only 18 to 24 hours for a wide variety of food samples, allowing processors to operate more efficiently and ship their products sooner.

Available worldwide, the 3M Petrifilm Rapid *E. coli*/Coliform Count Plate joins the growing family of 3M™ Petrifilm™ Plates providing rapid results.

"Our aim, always, is to develop highly accurate tests and technologies that result in less waiting and increased efficiency for our customers," said Chris Somero, 3M Food Safety marketing manager. "This new plate is an all-in-one, easy-to-use chromogenic solution that can immediately boost productivity and accelerate their products' time to market."

Customers from around the world were impressed with the 3M Petrifilm Rapid *E. coli*/Coliform Count Plate upon seeing a preview. Customers mentioned they found it easy to use and that the benefits of not having to incur the time and hassle of manually preparing agar or using special equipment to enumerate were just some of the advantages of the new plate.

3M Food Safety, a leader of innovative solutions that help the food and beverage industries optimize the quality and safety of their products to enable consumer protection and improve their bottom lines, is pursuing a third-party harmonized AOAC/MicroVal validation (ISO 16140-2 protocol) for its new technology. Individuals wishing to order the 3M Petrifilm Rapid *E. coli*/Coliform Count Plate, or learn more about the growing family of rapid 3M Petrifilm tests, can contact their local sales representative, as well as call (800) 328-6553 or visit www.3M.com/foodsafety/RapidPetrifilmSolutions.

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 on Twitter at @3M or @3MNewsroom.

For 3M:Kohnstamm Communications Aaron Berstler, 651-789-1264 aaron@kohnstamm.com

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