3M Launches New Easy Open Poly Mailer Envelope

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Advanced Design Simplifies Opening to Prevent Product Damage

CHICAGO—(BUSINESS WIRE)—3M, the industry leader in packaging tapes and equipment, announced today the availability of the 3M Easy Open Poly Mailer at the 2004 Pack Expo Conference. The patented design of the 3M easy open poly mailer provides a unique one-pull tear strip that simplifies opening poly mailer shipping envelopes.

The 3M easy open poly mailer is made of strong plastic film and features a user-friendly internal tear tape with a die-cut pull tab. 3M poly mailers are printable and can be customized with retailers and carriers' own brands. 3M easy open poly mailers are also available with double adhesive sealer strips for reuse for return shipping. The tear strip of the 3M easy open poly mailer is more durable and resistant to premature opening in the transportation environment than poly mailers with perforated tear strips. The 3M easy open poly mailer is available in multiple sizes and with bubble-wrap cushioned sides for shipping items that need added protection.

"Consumers who have difficulty opening poly mailer packages may accidentally damage the contents when using scissors or a knife to open them," said David Wagner, marketing manager, 3M Industrial Tapes and Adhesives Division. "The convenient tear strip opening feature of the 3M easy open poly mailer can help prevent content damage, reduce product return costs for retailers or carriers and enhance the company's image."

Customers - including Canada Post, Canada's postal service - are using the 3M easy open poly mailer shipping envelopes. The 3M easy open poly mailer is available through 3M and suppliers such as Belle-Pak Packaging Inc., Markham, Canada.

For information on the full line of 3M easy open poly mailer products, stop by the 3M booth (N-3643).

3M in Packaging

Since the day in 1941 when 3M made its first packaging product - pressure sensitive tapes to seal K-rations for the U. S. Army - 3M has been a leader in packaging. From those now famous Scotch brand tapes, to high-speed 3M-Matic packaging machinery, to integrated packaging management solutions and security assurance products, 3M is an established leader in the industry. As an $18 billion, diversified technology company, 3M holds a unique position as both a top supplier and as a major user of packaging technology. 3M knows packaging - with expertise in issues affecting diverse industries - food and beverage; life sciences consumer packaged goods; electronics and semiconductor; aerospace; communications; computer equipment; and many others. 3M's expertise in packaging can add value to virtually any company's operations and serve needs such as packaging automation, product protection, identification and brand building, security and cost management.

For more information, including the latest product and technology news, visit www.3M.com/packaging.

About 3M -- A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include icons such as Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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