SAINT PAUL, Minn.--(BUSINESS WIRE)-- Popular Science magazine named 3M™ Kind Removal Silicone Tape and 3M™ Noise Indicator NI-100 among its top 100 most innovative, high quality and revolutionary ideas as part of the publication’s 24th annual “Best of What’s New Awards”. The two 3M products were selected over a plethora of other fascinating offerings and, like many selected by Popular Science, are an indicator for where technology is heading in the future.

“For 24 years, Popular Science has honored the innovations that surprise and amaze us — those that make a positive impact on our world today and challenge our views of what’s possible in the future,” said Mark Jannot, Editor-in-Chief of Popular Science. “The Best of What’s New Award is the magazine’s top honor, and the 100 winners — chosen from among thousands of entrants — represent the highest level of achievement in their fields.”

**3M Kind Removal Silicone Tape**
3M Kind Removal Silicone Tape, a next generation medical tape introduced by 3M Skin and Wound Care, features a new proprietary silicone adhesive technology to provide an optimal balance of reliable adhesion and gentle, atraumatic removal. The new technology allows this tape to be repositioned and removed easily from patients’ skin, minimizing the likelihood of tape-related skin injury. The skin-friendly characteristics of 3M Kind Removal Silicone Tape are particularly important for patients with sensitive, compromised or at-risk skin, or those who may require repeat taping.

“Medical tape touches almost every patient every day, and we are proud that Popular Science has recognized this innovation,” said Simon Fung, Ph.D., 3M senior product development specialist and inventor of 3M Silicone Tape. “We are confident the kind removal of this new tape will further our goal of improving the lives of patients worldwide.”

Launched in June 2011, 3M Kind Removal Silicone Tape is being used by clinicians across a number of patient populations and care settings. A recent evaluation program in select children’s hospitals revealed that 90% of evaluating clinicians rated the performance of Kind Removal Silicone Tape as “Better” or “Much Better” than their current gentle tape. Kind Removal Silicone Tape was developed by 3M to address identified clinician concerns related to skin damage from traditional adhesives. Adhesive technology is one of 3M’s 40+ core technology platforms.

**3M Noise Indicator NI-100**
Also named as one of the “Top 100 most outstanding” by Popular Science magazine is 3M Noise Indicator NI-100 from 3M Occupational Health and Environmental Safety. This small device can be clipped onto a shirt or jacket to alert users to potentially dangerous noise levels by flashing red or green LED lights. The new technology is one of the most affordable options available for monitoring noise levels and is a practical and effective training tool to help workers identify areas where they may need to wear hearing protection.

“By applying technology in practical ways, 3M is able to find a middle ground that satisfies both the worker and the employer,” said Jason Jones, marketing manager, 3M Occupational Health and Environmental Safety. “The Noise Indicator NI-100 is a cost-effective technology that can be easily incorporated within a Hearing Conservation Program. Recognition by the editors of Popular Science, who see a multitude of ingenious products, underscores that we’re on the right path when it comes to innovation in personal protection.”

Popular Science has previously recognized 3M products with its “Best of What’s New” award for 3M™ Novec™ 1230 Fire Protection Fluid and 3M™ Pocket Projector MP 110, while the 3M™ Littman® Electronic Stethoscope Model 3200 claimed Popular Science’s prestigious “Innovation of the Year” award in 2009. For more information regarding 3M Kind Removal Silicone Tape, visit www.3M.com/SiliconeTape2011. For more information regarding 3M Noise Indicator NI-100, visit www.3M.com/noiseindicator.

**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 employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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