

FOR IMMEDIATE RELEASE

For additional Filtrete press materials and images, visit www.filtrete.com/pressroom

FILTRETE™ WATER STATION ‘FILTERS OUT’ BOTTLED WATER WASTE AND COST *New Filtrete Water Station from 3M makes it easy to Fill, Go and Reuse*

ST. PAUL, Minn. – July 19, 2010 – According to Earth911, Americans buy an estimated 29.8 billion plastic water bottles every year, with 8 out of 10 water bottles ending up in landfills.¹ While plastic water bottles can be costly and do nothing to help the environment, they can provide a convenient option for those looking to have clean drinking water while on the go. Now, thanks to the new Filtrete Water Station from 3M, water drinkers can reap the benefits of bottled water without the cost and waste.

The Filtrete Water Station filters water directly from the tap into four, reusable water bottles. In seconds, the water station helps reduce sediments, chlorine taste and odor from tap water. Additionally, the water station can help reduce environmental waste, saving up to 3,000 plastic bottles per year from ending up in landfills.

“In developing this novel product, we wanted to provide a solution for those looking to eliminate bottled water waste, while still maintaining the convenience of bottled water,” said Laurie Altman, General Manager at 3M. “The Filtrete Water Station provides water drinkers with fast filtering and reusable water bottles, while helping minimize the impact to the environment and one’s wallet.”

The water station provides the approximate recommended daily water intake – 64 ounces² – with each bottle containing 16.9 ounces of water. The bottles are BPA-free and feature a leak-proof cap. The bottles and tops can be washed conveniently on the top rack of dishwashers.

The fast flow filter in the water station lasts longer than traditional water pitchers, filtering two and a half times more water than traditional pitcher filters and up to 100 gallons of water. Taking the guesswork out of knowing when to change the filter, the Filtrete Water Station also features a three-month filter change indicator that shows when it’s time to replace the filter. The fast flow filter housing is recyclable with #2 plastics³.

The Filtrete Water Station including 1 Docking Station & Lid, 1 Filtrete Fast Flow Filter, 4 - 16.9 oz (500mL) Filtrete Water Bottles has a suggested retail price of \$42.99, with replacement Filtrete Fast Flow Filters retailing for \$12.99, as well as Filtrete Water Bottles (2 - 16.9 oz (500mL) Water Bottles) available for \$15.99. In addition to the water station, the complete line of Filtrete water filtration products includes a fast-filtering pitcher, as well as under sink water filtration systems. The Filtrete water filtration products are available at mass merchandisers nationwide as well as online.

For more information, please visit www.waterstation.com

-more-

¹ Earth911: <http://earth911.com/recycling/plastic/plastic-bottles/facts-about-plastic-bottles/>

² Mayo Clinic: <http://www.mayoclinic.com/health/water/nu00283>

³ Check with your local recycler

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com.

-30-

Contact:

Elizabeth Mitolo, Hunter Public Relations
(212) 679-6600, ext. 242
emitolo@hunterpr.com

or

Robert Brittain, 3M
(651) 733-7034

From:

3M Public Relations and Corporate Communications
3M Center, Building 225-1S-15
St. Paul, MN 55144-1000

3M and Filtrete are trademarks of 3M.

© 3M 2010.