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

NEW Filtrete™ Fast Filtering Water Pitcher from 3M
FACT SHEET

Description: The new Filtrete Fast Filtering Water Pitcher from 3M is a convenient, space-saving way to help eliminate bottled water waste at home. Its sleek, efficient design allows it to hold more filtered water while taking up less space in your refrigerator. The fast filtering water pitcher filters 3 times faster than traditional filtering pitchers while helping to reduce sediment and chlorine taste and odor from tap water.

Product Features:

- Filters water into a compact 8-cup pitcher that fits in all refrigerator doors, including smaller dorm room refrigerators
- Filters and fills three times faster than traditional pitcher filters*
- Filter lasts up to 50 gallons or for approximately 1.5 months
- Includes a filter change indicator that shows when it's time to change the filter
- Reduces sediment and chlorine taste and odor from tap water
- Filter housing is recyclable with #2 plastics (check with your local recycler)

Retail Availability: The Filtrete Fast Filtering Water Pitcher is available at mass merchandisers as well as online.

Suggested Retail Price: Filtrete Fast Filtering Water Pitcher (1 8-cup (1.89-liter) Pitcher & Lid, 1 Filtrete Fast Flow Water Filter): $19.99

Filtrete Fast Flow Water Filter: $7.99

For more information, visit www.FiltreteWater.com to register for the automatic filter change reminders through Clear Advantages.

**When using Filtrete Fast Filtering Water Pitcher in comparison to the leading national brand*

###

Contact:
Elizabeth Mitolo, Hunter Public Relations
(212) 679-6600, ext. 242
emitolo@hunterpr.com
or
Robert Brittain, 3M
(651) 575-7034

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

Filtrete and 3M are trademarks of 3M. © 3M 2011