
MAKE SURE YOUR CHILD IS THE BRIGHTEST ON THE BLOCK WITH 3M™ SCOTCHLITE™ REFLECTIVE MATERIAL

St. Paul, MN (XX XX, 2012) – It's back-to-school time, and all across America parents flock to buy the most essential supplies for their children to tackle another school year. But as the streets grow crowded with children walking to and from school during the early morning or late afternoon hours, it's important to remember that safety is just as important as style. Make sure (?)your kids are the brightest on the block by adding function to fashion, and selecting products that incorporate [3M™ Scotchlite™ Reflective Material](#).

Contrary to popular belief, bright colors are not enough to be seen by oncoming traffic in low light situations. And while purchasing items like backpacks may seem like a no-brainer, it's important to look for items that incorporate Scotchlite reflective material, which is designed specifically to illuminate in the path of headlights.

"Whether walking to school, shuffling through a parking lot, or just waiting at the bus stop, it's important that kids are always seen and safe," said Dawn Heagren, global consumer segment manager in 3M's Performance Safety Materials Business. "And while styles are bound to change every week, items like backpacks are staples that stay with them every day. That's why making the simple choice to choose a style with reflective material can make a world of difference and increase the likelihood of avoiding an accident."

Products like the [L.L. Bean Deluxe Backpack](#), a favorite for over 25 years, offer cool, classic options that integrate Scotchlite reflective material in subtle, yet effective ways that appease parents' safety concerns while satisfying their children's fashion desires.

3M, with more than 70 years of experience in reflective technology, understands the importance of providing innovative solutions to ensure kids are seen while walking to and from school activities. So keep visibility top of mind as you make your back-to-school list this year, and equip your kids with the materials to not only stand out in the classroom, but to be the brightest on the block. Visit www.3M.com/XXX to learn more.

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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 is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 84,000 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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