

September 30, 2012

Subject: Environmental Claims Printed or Marked on Packaging

Dear Valued Supplier:

The purpose of this Notice is to make you aware of 3M's expectations regarding the **unauthorized use of symbols, marks or statements placed on packaging that indicate an environmental benefit or improvement**. This is also sometimes referred to as an "Environmental Claim".

3M Corporate Environmental Claims Process

3M is globally recognized as a Company that seeks ways to advance our Sustainable Strategies in our products and communities. The process 3M uses to generate ideas on environmental improvements often starts as a dialogue with our Suppliers and Partners. The end result, as part of the implementation of environmental improvements, is often a communication of the benefits achieved in the form of a printed message, mark or symbol linked to the product communications or packaging graphics.

The process to approve the Environmental Claim is linked to a substantiation of the benefit received in a product or material specification and an acknowledgement by the supplier to deliver the benefit. In the USA as well as in other Countries there are laws to both guide and respond to misleading environmental claims. In the USA the Federal Trade Commission provides guidance on claim substantiation, and so does the International Standard ISO14021.

All Environmental Claims must comply fully with all applicable laws and 3M's Environmental Claim approval process. The 3M Business Team responsible for marketing each product has the responsibility for ensuring that any Environmental Claim complies fully with the law and 3M's policies.

Unauthorized Statements, Symbols or Marks by Suppliers

Any use of Environmental Claims, including without limitation any statements, symbols or markings placed on packaging surfaces or print graphics, without express prior written approval by a 3M Business Team is prohibited. An example needing 3M's prior written approval would include any visual representation, such as a visual representation of a tree or plant.

If you are a supplier brokering or sub-contracting services to 3M, it is important to monitor your suppliers' practices to prevent the unauthorized use of environmental claims, marks or symbols.

As a supplier to 3M, you are expected to comply with these Environmental Claim requirements

If, after reviewing the above information, you have concerns about the process for printing or marking Environmental Claims on 3M product packaging, please contact Shawn Allen of 3M at slallen1@mmm.com or (651) 736-8224.

Your failure to comply with the above directions can result in your disqualification as a supplier to 3M as well as damages incurred by 3M arising out of your unauthorized making of Environmental Claims on 3M products or their packaging.

For more information on Environmental Claims Guidance, please see the following U.S. Federal Trade Commission link: <http://www.ftc.gov/bcp/grnrule/guides980427.htm>
[Part 260 - Guides for the Use of Environmental Marketing Claims](#)

Thank you for your attention to these important requirements.