

**A NEW APPROACH TO ACTIVEWEAR DESIGN  
USING 3M™ SCOTCHLITE™ REFLECTIVE MATERIAL**

*3M Offers Designers and Retailers a Quick, Easy Way  
to Customize Performance Activewear On Demand*

**ST. PAUL, Minn.** – July 21, 2009 – (Booth number 38051) – 3M, a leader in research and technology, is helping designers and retailers think beyond straight lines and block letters when creating enhanced visibility activewear with the introduction of 3M™ Scotchlite™ Reflective Material - 5807 Custom Cuttable Transfer Film.

This enhanced visibility solution facilitates cost-effective and on-demand customization of activewear in just three easy steps:

1. Create a design: Use any graphic program compatible with a plotter cutter
2. Cut on plotter: Remove trim (weed) and position design on garment
3. Heat laminate: Remove the clear liner and the job is complete

For retailers, this provides a unique, high-impact alternative to silk-screening or other traditional methods for applying monograms for customizing team uniforms or individual gear. This translates into a profit center opportunity for retailers who can now offer in-house reflective customization as a service to their active consumers versus outsourcing.

“We are excited to provide designers and retailers with a simple and on-demand approach to customization that can help them realize revenue growth,” said Paul Amos, global marketing manager for 3M’s Visibility and Insulation Solutions. “This technology can lead to more fashionable and functional activewear that meets the requirements for participation in our 360° Enhanced Visibility program.”

-more-

3M/Page Two

360° Enhanced Visibility is the latest design approach developed by 3M to help consumers get noticed in nighttime or low-light conditions from nearly every angle. Customers that meet the 360 Enhanced Visibility design requirements qualify for a unique hang tag, woven labels and marketing co-op support.

Each year, nearly 5,000 pedestrians – or one every 109 minutes – are killed in traffic crashes and 71,000 – or one every seven minutes – are injured in traffic crashes. Of the total accidents and injuries, 65 percent of pedestrian fatalities occur between 6:00 p.m. and 6:00 a.m.\*

Scotchlite reflective material – 5807 custom cuttable transfer film meets the retroreflective performance requirements in high visibility standards such as ANSI/ISEA 107, CSA Z96, AS/NZS 1906.4, and EN 471, even after frequent home washing.

3M™ Scotchlite™ Reflective Material celebrates 70 years after researchers at 3M first made road signs with Scotchlite Reflective sheeting material that was much brighter than paint. Years later, the reflective technology migrated to fabrics. To learn more about 3M™ Scotchlite™ Reflective Material, contact your 3M sales representative or visit our website at [www.Scotchlite.com](http://www.Scotchlite.com).

\*Source: 2005 SGMA—Sports Participation Top Line Report U.S. Activities Participation and National Center for Statistics and Analysis (NCSA)

#### **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 \$25 billion in sales, 3M employs 76,000 people worldwide and has operations in more than 60 countries. For more information, visit [www.3M.com](http://www.3M.com).

-30-

**Contacts:**  
Colleen Harris  
3M  
(651) 733-1566  
Cahornharris1@mmm.com

Brandan Orsatti  
Cohn & Wolfe for 3M  
(212) 798-9724  
[brandan.orsatti@cohnwolfe.com](mailto:brandan.orsatti@cohnwolfe.com)

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