



# Commitment to sustainability



# Helping our customers address their environmental challenges

Many companies today claim their products are “green,” but without a clear definition of what “green” means, these claims mean little. Sustainability might be a better term for efforts to enhance environmental performance.

According to the U.S Environmental Protection Agency (EPA), sustainability is “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Sustainability considers environmental, health and safety issues throughout the entire life cycle of a product – from design and manufacture through use and disposal.

A basic premise of sustainable development is that natural systems impose limits, and so it considers environmental, societal and economic impacts. This means economic success includes environmental protection and social responsibility. We see sustainability as a long-term advantage.

Sustainability also includes the complete process of making products, not just the product itself. Customers want to know they’re purchasing from environmentally responsible companies that use sustainable processes to make their products.

**3M Graphics Market Center** embraces the principles of sustainable development, including stewardship to the environment. We’re actively working to reduce environmental impacts wherever possible and improve the environmental performance of our products and how we produce them, including:

- Reducing and recycling waste.
- Reducing emissions of VOCs and greenhouse gases.
- Expanding use of heavy-metal-free pigments in inks and colored films.
- Developing more reusable/recyclable packaging.

- Conserving energy in manufacturing and distribution.

We also have a line of polyolefin films that are PVC-free and chlorine-free.

Our scientists continue to reformulate products without heavy metal pigments, and develop durable products utilizing those pigments with reduced toxicity levels that meet the same performance specifications our customers and the graphics market demand. We will make continuous improvements in these areas.

## Environmental performance track

The 3M Graphics Market Center plant in Nevada, Mo., is one of 16 3M sites registered with the EPA’s National Environmental Performance Track (PTrack). This voluntary program recognizes and drives environmental excellence by encouraging facilities with strong environmental records to go beyond their legal requirements. In 2005, the plant received the EPA Environmental Performance Award.

Through the PTrack, the 3M Nevada plant is working over three years to reduce energy use by 8 percent, greenhouse gas emissions by 50 percent, and use of lead by 10 percent. The

plant also is a member of the EPA’s National Partnership for Environmental Priorities, a program that recognizes facilities that minimize priority hazardous wastes.

3M has long been recognized as a leader in environmental stewardship. In 1975, 3M established its Corporate Environmental Policy and also adopted a voluntary Pollution Prevention Pays (3P) program based on the then-novel idea that preventing pollution is more effective and economical than pollution control.

From 2004 through 2007, the 3M Nevada, Mo., plant completed 25 3P projects that produced the following results:

- Reduced volatile organic compounds (VOCs) by 156 tons.
- Reduced solid/hazardous waste by 428 tons
- Saved 148.76 billion Btu.
- Reduced greenhouse gas emissions by 4,591 metric tons.
- Reduced electrical use by 5 percent per year by installing energy efficient motors, lighting and air handling equipment.

3M has been a leader among its peers for reducing its impact on the environment while conserving resources. 3M offers many products



to help customers achieve sustainability goals – whether they're saving energy, or purchasing products made with fewer solvents. We're also in the process of evaluating how to calculate our carbon footprint.

## Beware of false claims

As environmental awareness in the United States grows, the number of false or misleading environmental marketing claims also is growing. To ensure the accuracy our claims, the 3M Environmental Marketing Claim Committee must approve any marketing claim before it's used on product packaging or literature.

It is difficult to claim that films are biodegradable. A biodegradable material is defined as capable of being broken down through the action of microorganisms into carbon dioxide, water and biomass. It may take a long time, depending on the environment, but ultimately it must breakdown completely.

A claim of biodegradable film may be misleading, however, because under typical landfill conditions, the lack of air and moisture prevents microorganisms from surviving and breaking vinyl film down into its components. Additives can cause PVC to breakdown into very small pieces but that's different than biodegrading. Even a film's claim of being "recyclable" needs to be scrutinized.

## Environmental compliance

The 3M Graphics Market Center supplies a variety of products, some of which are used in the electronics markets. We're committed to offering quality products that enable our customers to achieve compliance with the European Community's Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive and the companion Waste Electronic and Electrical Equipment (WEEE) Directive.

With respect to these and other environmental laws, 3M Graphics Market Center employees

are committed to complying with all applicable environmental, health and safety laws and regulations.

In many cases the 3M Graphics Market Center designs products to the RoHS requirements even when it is not a requirement of a product application. In some cases current technology limits us from designing to RoHS without adversely affecting the integrity of a product's performance. We remain committed to developing new technologies that will meet both the RoHS directive and customer requirements.

To respond to questions about WEEE-RoHS by customers globally, 3M has developed a web page ([3mgraphics.com/3mandtheenvironment](http://3mgraphics.com/3mandtheenvironment)) that allows customers to check on compliance to these directives for 3M Graphics Market Center products, as well as products from many 3M divisions. The data will be updated as products are available, as we reformulate products and as additional required directives become effective in the future.

## Polyolefin technology

3M has a line of films based on polyolefin technology. Manufacturing for the base of this film uses substantially less solvent than traditional manufacturing processes.

This flexible, printable plastic film provides an alternative to traditional vinyl films. Our polyolefin technology is made from a unique engineered hydrocarbon, custom built to meet the needs of the graphics market. The multi-layer, specially engineered film is made from nonchlorine chemistry, which offers use and disposal advantages to graphics manufacturers and end users.

Our polyolefin films require no special handling or extra costs associated with disposal. Based on its composition, the films can be incinerated or safely landfilled per EPA guidelines.

## Minimizing environmental impacts

Respect for the environment is a guiding principle of 3M's business policies and practices, and we have a long history of doing what we can to protect the environment and minimizing the environmental impacts of our products.

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

Products aren't LEED certified. However, 3M products can contribute points toward obtaining specific building project certification. 3M supports the LEED certification program for those interested in obtaining LEED certification for their projects.

Our efforts toward sustainable development are discussed in depth in the 3M Sustainability Report, an executive summary that is available at [3M.com/sustainability](http://3M.com/sustainability).

*3M recognizes that sustainability involves much more than a product offering. You can learn about 3M's ISO certification, EHS Management system, 3P program, LCM review and other sustainability programs at [www.3m.com/sustainability](http://www.3m.com/sustainability). These programs exemplify how 3M strives to responsibly operate in a manner that can help make the world we live in a better place.*



## Products with environmental advantages

- 3M™ Light Enhancement Film 3635-100
- 3M™ Daylighting Film DF2000MA
- 3M™ DI-NOC™ Architectural Finishes
- 3M™ Daylighting Radial Lens Film DRLP22
- 3M™ Controltac™ Graphic Films with Comply™ Adhesive 3545C\*, and 3M™ Scotchcal™ Overlaminates 8908 and 8909\*\*
- 3M™ Primer OP-2000
- 3M™ Scotchcal™ Translucent Graphic Films
- 3M™ Vikuiti™ Rear Projection Films
- 3M™ Light Pipe
- 3M™ Scotchcal™ Dusted and Frosted Crystal Film Series 7725SE
- 3M™ Controltac™ and Scotchcal™ Graphic Films, Opaque
- 3M™ High Luminance Light Fiber
- 3M™ Scotchcal™ Dusted and Frosted Film Series 7525SE
- 3M™ Piezo Inkjet UV Inks
- 3M™ Scotchcal™ Graphics Film IJ35E-20R
- 3M™ Screen Printing UV Ink Series 9800 and 3M™ Screen Printing UV Gloss Clear 9720i and 9720UV
- 3M™ Uniform Lighting Panels

\*polyolefin film

\*\*polyolefin overlaminate



### Graphics Market Center

3M Center, Bldg 220-12E-04  
St. Paul, MN 55144 USA  
General Information:  
1-800-374-6772  
Technical Information:  
1-800-328-3908  
[www.3Mgraphics.com](http://www.3Mgraphics.com)

### 3M Canada

Box 5757  
London, Ontario  
Canada N6A 4T1  
1-800-265-1840  
Fax 519-452-6245

### 3M México S.A. de C.V.

Av. Santa Fe No. 55  
Col. Santa Fe, Del. Alvaro  
Obregón  
Mexico D.F. 01210  
52-5-270-0400  
Fax 52-5-270-2277

### 3M Puerto Rico, Inc.

Puerto Rico Industrial Park  
PO Box 100  
Carolina, PR 00986-0100  
787-620-3000  
Fax 787-750-3035

Release B. October 2008  
Please recycle. Printed in USA.  
© 3M 2008. All rights reserved.  
75-5100-2520-0