

3M Science.
Applied to Life.™

3M™ Water Filter System 3MFF100

Digital Toolkit

For 3M Authorized Distributors
United States

January 2022



Does your facility's water pass the lead test?

Lead in water isn't good for anyone—especially not your facility's employees.

- The 3M™ Water Filter System 3MFF100 was scientifically-designed to reduce up to 99% of lead that may be in your school's drinking water—as well as reducing cysts and chlorine taste and odor.

- The system requires minimal installation space and features quick and easy filter change-outs. Depending on the number of students filter cartridges can last up to 12 months and will need to be replaced every 12 months or sooner, if filter capacity is reached or flow rate is reduced.

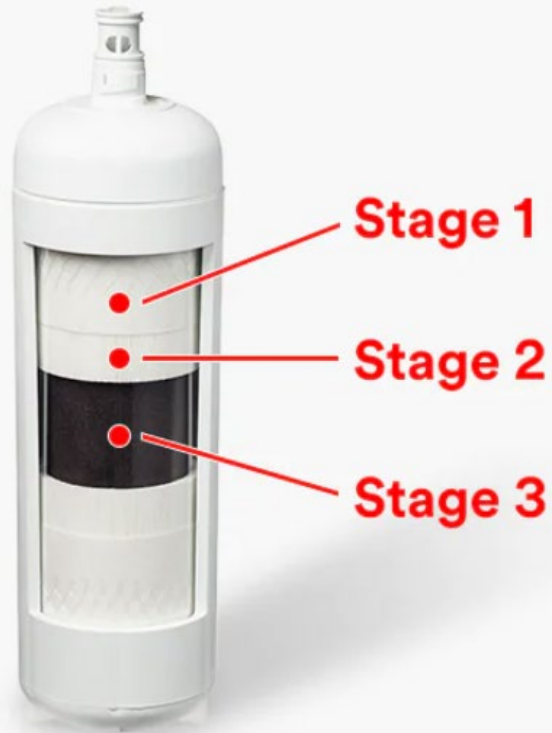
- You can trust the carbon block technology, pleated membrane design and 5 micron pre-filter wrap inside your system are helping to make your water cleaner, clearer and better tasting for your employees.



Reduce lead by 99%+

The 3MFF100 and AP Easy Complete Cooler are NSF certified for NSF/ANSI 42 and 53 to reduce up to 99%+ of lead that may be in your drinking water. For more information visit [nsf.org](https://www.nsf.org).

The science inside matters.



The **3MFF100** might look like an ordinary filter on the outside, but inside it's anything but ordinary. Its three-stage filtration system with carbon block technology provides filtration you can count on to help reduce contaminants that may be in your school's water. Each product comes with a performance data sheet that shows the list of contaminants that the filter has been shown to reduce and certified by a third-party NSF.

Stage 1: Pre-Filtration

Nonwoven filtration media that reduces larger size particles to help increase sediment holding capacity of the filter.

Stage 2: Fine Filtration

3M two-zone microporous pleated membrane that reduces 99.99% of protozoan cysts and helps provide excellent sediment life with minimal pressure drop.

Stage 3: Final Filtration

Activated Carbon Filtration; 3M carbon block technology for reduction of lead, chlorine and odor and for improved taste.

[Download Brochure \(PDF, 1023 KB\)](#)

Best in class water fountains use lead-reducing filtration.



Reduce the lead that may be in the water in your drinking fountains with [3MFF100](#) Water Filters. They also help reduce particulates, cysts, select volatile organic compounds and chlorine taste and odor.

Flow Rate | 2.5 gallons per minute (gpm)

Micron Rating | 0.2 nominal micron

Capacity | 6,000 gallons

[How to install a 3MFF100 filter system into an ADA drinking fountain system](#)

[View the Specification Sheet \(PDF, 783 KB\)](#)

Best in class water fountains use lead-reducing filtration.

Install [3M™ Aqua-Pure™ Water Filter System AP Easy Complete Cooler](#) on your school's water coolers to help reduce lead, mercury, particulates, cysts, select volatile organic compounds and chlorine taste and odor.

Flow Rate | 0.75 gallons per minute (gpm)

Micron Rating | 0.5 nominal micron

Capacity | 750 gallons

[View the Specification Sheet \(PDF, 299 KB\)](#)



Contents

This toolkit equips you with the information and material you need to deploy and activate to and through channel. To help you in your navigation make sure you click the following icons within this package:



Product List

- Prioritized products
- Data package

Training and Technical Materials

- Performance data sheets
- Spec sheets
- Technical videos

Selling Tools

- Infographics
- Facility guide
- Sales guide

Marketing and Advertising Assets

- Hero images
- Web banners
- Social Ads
- Social copy

If your team would like any of the assets within this toolkit co-branded, please reach out to your channel representative.



Learn more about 3M Water Filtration and Lead Reduction at:

https://www.3m.com/3M/en_US/water-quality-us/applications/commercial-food-service-water-filtration/lead-reduction/

[3m.com/leadreduction](https://www.3m.com/3M/en_US/water-quality-us/applications/commercial-food-service-water-filtration/lead-reduction/)

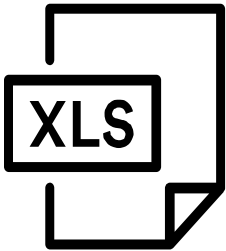


Product List

Product List

Prioritized products

Billing UPC	Part Number	Catalogue ID (SAP)	Marketplace Formal Name
00016145233111	5616318	7000125866	3M™ Under Sink Water Filter System 3MFF100
00016145233104	5613432	7000125865	3M™ Under Sink Water Filter Cartridge 3MFF101
30076308879380	04-99535	7010410047	3M™ Aqua-Pure™ Easy Complete Series Cooler Water Filter
00051128889121	5618044	7100049876	3M™ Aqua-Pure™ Under Sink Dedicated Faucet Water Filter Cartridge AP Easy C-Complete



Data package

Training and Technical Materials

Training and Technical Materials

System spec sheets



Spec #

Quantity

3MFF100

Full Flow Drinking Water System

Reduces:

Chlorine Taste & Odor (CTO)
Particulate
Lead
Cryptosporidium
Parasitic Cysts
Bacteria
p-Dichlorobenzene

At a Glance:

- Certified by the Water Quality Association to WQA S-903 For Product Sustainability attributes
- Newest member of the 3M® Aqua-Pure™ filtration family
- Advanced drinking water system has a 6,000 gallon capacity — three times the capacity of first generation products

Product Benefits:

- Significantly reduces particulate, chlorine taste & odor, cyst, lead, benzene, and p-Dichlorobenzene
- 0.2 Nominal Micron Rating* for particulate reduction
- Tested flow rate of 2.5 gallons per minute
- Minimal installation space required. No need to drill holes in sink for a separate faucet that could affect decor
- Full flow water filtration to your existing faucet
- Utilizing our Sanitary Quick Change (SQC) cartridge design for easy cartridge change-out
- Built-in shut off valve — no need to turn off water
- Max Temp 100°F/37.8°C - Max Pressure 125 psi/862 kPa

Common Applications:

- Drinking fountains
- Under Sink

Physical Specifications:

Model No. (Part No.)	Inlet/ Outlet Size	Dimensions Height Diameter	Approximate Weight	Flow Rate	Capacity	Max. Water Temp.	Max. Water Pressure	Std. Replacement Ctg. No.
3MFF100 (5814318)	3/8" NPT	16 1/8" (41 cm)	4 lbs. (1.8 kg)	2.5 GPM (9.5 gpm)	6,000 gallons (22,712 liters)	100 °F (37.8 °C)	125 psi (862 kPa)	3MFF101 (5813432)
3MFF101 (5813432)	N/A	14 3/4" (37.5 cm)	3.5 lbs. (1.6kg)	N/A	N/A	N/A	N/A	N/A

*As tested and verified by manufacturer's laboratory

3M™ Water Filter System
3MFF100 Spec Sheet



Spec #

Quantity

AP Easy
Complete &
Complete Cooler

Drinking Water System

Reduces:

Particulate
Chlorine Taste & Odor
Asbestos
Parasitic Protozoan Cysts
Lead
Mercury
Atrazine
Benzene
Carbon/uran
Lindane
p-Dichlorobenzene
Toxaphene

At a Glance:

- Easy to install, no special tools required
- Easy to maintain, filter change is a breeze
- Built-in mounting bracket

Product Benefits:

- Reduces: Particulate, Chlorine taste & odor, Asbestos, Parasitic Protozoan Cysts, Lead, Mercury, Atrazine, Benzene, Carbon/uran, Lindane, p-Dichlorobenzene and Toxaphene
- Advanced dual stage carbon-block filtration process to help provide cleaner, clearer better tasting drinking water
- Compact, slim design allows for easy installation to a water cooler (AP Easy Complete Cooler) or under the sink (AP Easy Complete) without compromising storage space
- Sanitary Quick Change (SQC) cartridge design helps provide fast & easy cartridge change-out with minimal effort
- The AP Easy Complete and Complete Cooler built-in bypass valve eliminates having to shut-off water to the faucet while changing cartridges
- 750 gallon/2,839 liter capacity

Common Applications:

- Water Coolers (AP Easy Complete)
- Under Sink (AP Easy Complete)

Product Specifications:

Model No. (Part No.)	Inlet/ Outlet Size	Dimensions Height Diameter	Flow Rate	Capacity	Max. Water Temp.	Max. Water Pressure	Std. Replacement Ctg. No.	
Complete Cooler (5817804)	1/4" Push	12 1/2" (31.7 cm)	2 15/16" (17.5 cm)	0.75 gpm (2.8 gpm)	750 gallons (2,839 liters)	100°F (37.8°C)	125 psi (862 kPa)	C-Complete (5818044)
Complete* (5817801)	1/4" Push	10-1/2" (26.7 cm)	2-3/8" (6.0 cm)	0.75 gpm (2.8 gpm)	750 gallons (2,839 liters)	100°F (37.8°C)	125 psi (862 kPa)	C-Complete (5818044)

*AP Easy Complete Cooler does not come with a faucet.
**AP Easy Complete comes with a faucet to install.

3M™ Aqua-Pure™ Water Filter System
AP Easy Complete Cooler Spec Sheet

© 2022, 3M. All rights reserved. Content intended for 3M Authorized Distributors only.

3M SIBG USAC Marketing Center

Training and Technical Materials

Performance data sheets

Performance Data Sheet
Model: 3MFF100
 Use Replacement Cartridge: 3MFF101

The concentration of the indicated substances in water entering the system was reduced to a concentration less than or equal to the permissible limit for water leaving the system as specified in NSF/ANSI Standard 42, Standard 53 and CSA B483.1.

System tested and certified by NSF International against NSF/ANSI Standard 42 and Standard 53 for the reduction of substances listed below and against CSA B483.1.

This system is not certified for toxaphene reduction.

Capacity 6000 Gallons (22,712 Liters)

Contaminant Reduction	Average Influent	NSF specified Challenge Concentration	Avg. % Reduction	Average Product Water Concentration	Max Permissible Product Water Concentration	NSF Reduction Requirements	NSF Test Report
Chlorine Taste and Odor	2.0 mg/L	2.0 mg/L ± 10%	97.4%	0.05 mg/L	N/A	≥ 50%	A-00334933
Nominal Particulate Class I, 0.5 to < 1.0 µm	3,200,000 ppc/mL	At least 10,000 particles/mL	99.4%	16,667 ppc/mL	N/A	≥ 85%	J-00304397
Benzene	0.013 mg/L	0.015 mg/L ± 10%	>98.4%	0.0005 mg/L	0.005 mg/L	N/A	J-00341550
Cyst*	100,000 cysts/L	Minimum 50,000 cysts/L	>99.99%	1 cyst/L	N/A	≥ 99.99%	J-00343499
Lead pH 8.5	0.140 mg/L	0.15 mg/L ± 10%	>99.6%	0.001 mg/L	0.010 mg/L	N/A	A-00334952
Lead pH 6.5	0.148 mg/L	0.15 mg/L ± 10%	99.6%	0.001 mg/L	0.010 mg/L	N/A	A-00334949
P-Dichlorobenzene	0.217 mg/L	0.225 mg/L ± 10%	98.5%	0.001 mg/L	0.010 mg/L	N/A	A-00334953

* Based on the use of Cryptosporidium parvum oocysts

Application Guidelines/Water Supply Parameters	
Service Flow	2.5 gpm (9.46 lpm)
Water Supply	Potable Water
Water Pressure	30 - 125 psi (207 - 862 kPa)
Water Temperature	40° F - 100° F (4.4° C - 38° C)

It is essential that the manufacturer's recommended installation, maintenance and filter replacement requirements be carried out for the product to perform as advertised. See Installation Manual for Warranty Information.

Note: While the testing was performed under standard laboratory conditions, actual performance may vary. Contaminant reduction testing is conducted every five years by certifying agency to maintain certification.

Replacement Cartridge: 3MFF101. For estimated costs of replacement elements please call 1-800-222-7860 or visit our website at www.3mpurification.com

Parts and service available from:

3M Purification Inc.
 400 Research Parkway
 Meriden, CT 06450 U.S.A.
 Tel: (800) 222-7860
 (203) 237-8841
 Fax: (203) 238-8701
www.3mpurification.com

3M is a trademark of 3M Company used under license.
 © 2016 3M Company. All rights reserved.
 NSF is a trademark of NSF International
 34-8725-310-4

Performance Data Sheet
Model: AP EASY COMPLETE

These systems have been tested according to NSF/ANSI Standard 42 and Standard 53 for the reduction of the substances listed below. The concentration of the indicated substances in water entering the system was reduced to a concentration less than or equal to the permissible limit for water leaving the system as specified in NSF/ANSI Standard 42 and Standard 53.

System tested and certified by NSF International against NSF/ANSI Standard 42 and Standard 53 for the reduction of substances as listed below according to Standard 42 and 53.

Capacity 1700 Gallons

Contaminant Reduction Determined by NSF

Contaminant Reduction	Average Influent	NSF specified Influent Challenge Concentration	Avg. % Reduction	Average Product Water Concentration	Max Permissible Product Water Concentration	NSF Test Report
Chlorine Taste and Odor	1.88	2.0 mg/L ± 10%	97.3	0.06 mg/L	0.50%	511081-03
Lead at pH 6.5	0.153 mg/L	0.15 mg/L ± 10%	99.3	0.001	0.010 mg/L	511072-03
Lead at pH 8.5	0.150 mg/L	0.15 mg/L ± 10%	99.3	0.001	0.010 mg/L	511073-03
Benzene	0.014 mg/L	0.015 mg/L ± 10%	92.1	0.005	0.005 mg/L	512951-03
P-Dichlorobenzene	0.215 mg/L	0.225 mg/L ± 10%	99.8	0.005	0.015 mg/L	512953-03
Toxaphene	0.015 mg/L	0.015 mg/L ± 10%	93.3	0.001	0.003 mg/L	511504-03
Particulate class 1.0-5µm	166,000	100,000	99.40	32583	≥ 85%	511079-03
Cysts	166,000	Minimum 50,000	99.99	1	>99.99%	511077-03

Application Guidelines/Water Supply Parameters	
Service Flow	0.75 gpm
Water Supply	Community or private well
Water Pressure	25 - 125 psi (172 - 862 kPa)
Water Temperature	40° F - 100° F (4.4° C - 38° C)

It is essential that operation for the maintenance and filter replacement requirements be carried out product to perform as advertised. Note that while the testing was performed under standard laboratory conditions, actual performance may vary. Systems must be installed and operated in accordance with manufacturer's recommended procedures and guidelines. See Warranty card.

Replacement Cartridge: AP EASY C-COMLETE

3M Purification Inc.
 400 Research Parkway
 Meriden, CT 06450 U.S.A.
 Tel: (800) 222-7860
 (203) 237-8841
 Fax: (203) 238-8701
www.3mpurification.com

3M is a trademark of 3M Company.
 NSF is a trademark of NSF International.
 © 2016 3M Company. All rights reserved.
 34-8718-385-5

3MFF100 Full Flow Drinking Water System Performance Data Sheet

3M™ AP Easy Complete Drinking Water System Performance Data Sheet

© 2022, 3M. All rights reserved. Content intended for 3M Authorized Distributors only.

3M SIBG USAC Marketing Center

Training and Technical Materials

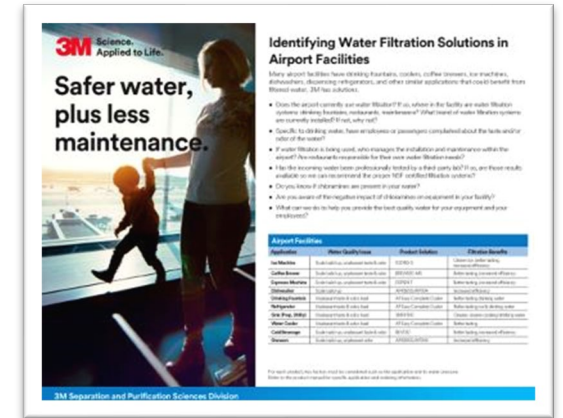
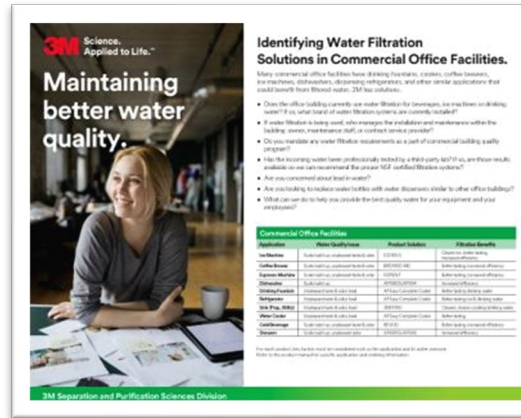
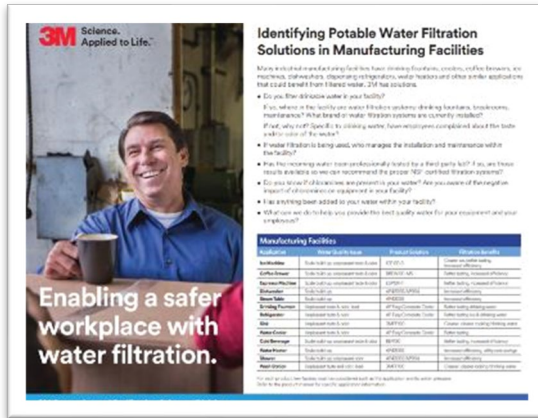


3MFF100 Filter System Into an ADA
Drinking Fountain System Installation

Selling Tools

 Water-Minded Facts & Figures Infographic
3M™ Water Filtration Sales Guide

Facility Guides



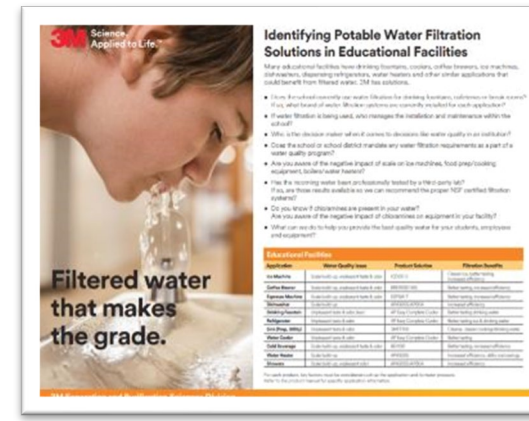
Manufacturing Facility Guide



Office Facility Guide



Airport Facility Guide



Educational Facility Guide



Healthcare Facility Guide

Marketing and Advertising Assets

Marketing and Advertising Assets

Hero and application images

Billing UPC	Part Number	Marketplace Formal Name	Front Image	Right Image	Left Image
00016145233111	5616318	3M™ Under Sink Water Filter System 3MFF100	Front shot	Right Shot	Left Shot
00016145233104	5613432	3M™ Under Sink Water Filter Cartridge 3MFF101	Front Shot	Right Shot	Left Shot
30076308879380	04-99535	3M™ Aqua-Pure™ Easy Complete Series Cooler Water Filter	Front Shot		
00051128889121	5618044	3M™ Aqua-Pure™ Under Sink Dedicated Faucet Water Filter Cartridge AP Easy C-Complete			



JPG CMYK



JPG RGB



Brand Guidelines



JPG



TIF

Marketing and Advertising Assets



 Features and Benefits Graphic



 Features and Benefits Graphic



 Features and Benefits Graphic

Marketing and Advertising Assets

Web banners for use on authorized 3M distributor sites:



900x225



900x225



900x225



1200x627



1200x627

Marketing and Advertising Assets

Social ads and copy for authorized 3M distributor use:



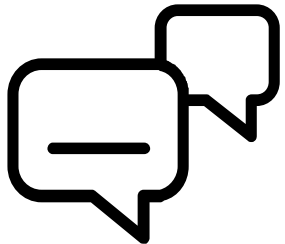
LinkedIn ad



LinkedIn ad



LinkedIn ad



Suggested social copy

Thank you

Insert country copyright statement

© 2020, 3M. All rights reserved. Content intended for 3M Authorized Distributors only.