

## **Data Centers Rely on the Performance and Sustainability of 3M Novec™ 1230 Fire Protection Fluid**

### *Fluid Ensures Data Center Uptime*

**CHICAGO – November 17-19, 2010 – GreenBuild, Booth # 2161** – 3M announced today that an increasing number of data centers are now relying on Novec™ 1230 Fire Protection Fluid to provide life safety and property protection. The company cites the fluid’s minimal floor space footprint, sustainability and its ability to help earn credits toward LEED certification for the significant increase in data center installations. In addition, Novec 1230 fluid will ensure data center up time in the process of protecting against the fire threat.

Novec 1230 fluid, introduced to the United States market eight years ago, is an advanced “clean agent” fire suppression material used to protect high-value assets such as data centers, computers, artifacts, cameras and other critical devices where water cannot be used. The fluid does not damage sensitive electronics or delicate documents and it does not leave residue behind. Designed to balance industry concerns for performance, human safety and the environment, Novec 1230 fluid is an ideal solution for use in data center and telecommunications applications as well as critical function control rooms, hospitals, laboratories, clean rooms, archives and museums, oil and gas infrastructure and on board ships.

“There is a lot of confusion within the industry about the ultimate impact of global policy and, legislative and regulatory initiatives on the continued use of hydrofluorocarbons (HFCs) in fire suppression. The only thing that is clear is that there is a global desire to reduce greenhouse gas emissions,” said Joe Ziemba, marketing manager at 3M. “Builders are looking for an alternative solution that will work effectively, be cost-effective, and offer a wide-margin of safety for people and the environment.”

Ziemba went on to state that the high-growth in the data center market makes Novec 1230 fluid an attractive solution for the building industry. The fire threat can be extinguished without the need to power down a facility, avoiding expensive service interruptions and data loss. Systems using the fluid can be used easily in new construction or retrofits and can also be easily utilized in modular applications to protect mini-server systems.

Novec 1230 fluid has an ozone depletion potential of zero, and a global warming potential of one. It enables facilities managers a 99.9 percent reduction in greenhouse gas emissions in critical function fire suppression as compared to systems using HFCs. Novec 1230 fluid has an atmospheric lifetime of only five days compared with over 30 years for HFCs. And, it is the only product of its kind with the unique global 20-year Blue Sky<sup>SM</sup> warranty.

3M Novec 1230 fluid offers an opportunity for a building project to earn innovation credits toward LEED certification. 3M was ranked number 22 out of the top 500 largest publicly traded companies in America for sustainability by *Newsweek*'s exclusive 2010 environmental ranking. Additional information about Novec 1230 fluid is available at booth #2161 at the Greenbuild International Conference and Expo, and at [www.3m.com/Novec1230fluid](http://www.3m.com/Novec1230fluid). For more information about other sustainable building products from 3M visit, [www.3m.com/buildgreen](http://www.3m.com/buildgreen).

### **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 \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3m.com](http://www.3m.com) or follow @3MNews on Twitter.

- 30 -

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