FOR IMMEDIATE RELEASE

3M Introduces Scotchgard Ultra Durable Floor Finish System; Offers Free Demonstrations

System can reduce hard floor maintenance costs by up to 50 percent compared to traditional acrylic floor finishes

CHICAGO – November 17-19, 2010 – GreenBuild, Booth # 2161 – 3M today introduced the Scotchgard Ultra Durable Floor Finish System, which can help dramatically slash maintenance requirements as well as reduce maintenance costs and chemical use, while delivering impressive shine and a beautiful floor finish. The system delivers continuous protection and a high-gloss appearance and requires no interim maintenance beyond dusting and damp mopping. It's ideal for high-traffic, high-visibility facilities such as hospitals, office buildings and education facilities.

The Scotchgard Ultra Durable Floor Finish System provides impressive gloss as well as stain, scuff and scratch resistance with one application lasting up to 24 months, with no burnishing required. It helps reduce maintenance requirements through its revolutionary hydrophobic protective finish. Traditional acrylic and competitive two-part urethane finishes contain hydrophilic wax particles and surfactants that attract water and chemicals, and trap dirt in the finish surface. The hydrophobic Scotchgard Ultra Durable Floor Finish resists water, stains and dirt. Finished floors are easily cleaned by dusting, damp mopping or autoscrubbing—no burnishing, top scrubbing, re-coating or stripping is required. By eliminating these extra maintenance steps, Scotchgard Ultra Durable Floor Finish can lower labor costs and water use, as well as floor down time, resulting in up to 50 percent hard floor maintenance cost savings.

"Janitorial costs typically make up nearly a third of a facility's expenses," said Tom Pelissero, business development manager with 3M Building and Commercial Services Division. "The Scotchgard Ultra Durable Floor Finish System not only helps reduce an organization's operating expenses, the system helps reduce the environmental footprint generated by a traditional acrylic floor finish system."*

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Unlike acrylic and competitive two-part urethane finishes that can leave dirt and soil particles in the finish after cleaning, dirt is easily removed from floors protected by the Scotchgard Ultra Durable Floor Finish System, leaving behind a clean, smooth floor, with a shine that lasts. When it's time to reapply, the previous application does not need to be stripped. The floor can simply be cleaned and re-finished.

Scotchgard Ultra Durable Floor Finish can be used on multiple floors, including terrazzo, marble, sheet vinyl, and vinyl composition tile (VCT). It is convenient to use and easily applied by staff or local certified applicators through the use of a unique backpack applicator. It does not require pouring or mixing chemicals, allowing for a safer application with less mess.

The Scotchgard Ultra Durable Floor Finish System is a unique technology addition to the Scotchgard Hard Floor Protection System portfolio. From VCT to concrete, the Scotchgard Hard Floor Protection System delivers significant value and return on investment. This family of products offers innovative solutions for virtually any floor type, soil level, traffic pattern and desired appearance level. To schedule a free demonstration or for more information, please call (866) 649-1973 or visit www.3M.com/floorfinish.

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 or follow @3MNews on Twitter. For more information about other sustainable building products from 3M visit, www.3m.com/buildgreen.

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**Environmentally Preferable Products are defined in the instructions for implementing Executive Order 13423, titled "Strengthening Federal Environmental, Energy, and Transportation Management," as products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.*

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