

## **FOR IMMEDIATE RELEASE**

### **3M Makes Debut in Design Category with New Architectural Markets Business**

*New solutions in surface finishes, glass finishes and lighting*

**St. Paul, MN** – February 23, 2011 – Known internationally for its technological expertise and history of innovation, 3M is bringing its unique solutions to the architecture and design communities with the launch of a new Architectural Markets business. 3M Architectural Markets brings the company’s strong tradition of innovation into the design world to help architects, interior designers and building owners create amazing spaces. 3M Architectural Markets infuses sophisticated design into 3M’s 40-plus unique technological platforms, bringing inspiring new capabilities to the industry.

“It’s a perfect space for 3M because it’s enabled by technology,” said Mike Kelly, Executive Vice President, Display and Graphics Business. “We have the unique ability to combine the richness of our capabilities into new, inventive solutions for the design market.”

3M Architectural Markets launches with a focus on surface finishes, glass finishes and lighting. Specific offerings include:

- 3M™ DI-NOC™ Architectural Finishes—Durable, flexible films that come in more than 500 designs, with new designs being prepped for release later this year. DI-NOC architectural finishes provide a versatile and cost-effective solution for creating a unique look.
- 3M™ Fasara™ Glass Finishes—A versatile, high-style, low-cost option for enhancing design and privacy on glass surfaces. These finishes provide the look and translucency of etched, sandblasted or custom decorative glass, at a fraction of the cost.
- 3M Architectural Lighting —Lighting designed with cutting-edge aesthetics, energy savings and ease of installation in mind. In addition to LED fixtures, 3M is a leader in daylighting technology, which brings sunlight deep into buildings, allowing greater efficiency and creating a unique lighting atmosphere.

Details on these solutions and additional capabilities can be seen at the recently launched website, [3MArchitecturalMarkets.com/2011](http://3MArchitecturalMarkets.com/2011) or by visiting the 3M Architectural Markets page on Facebook. Twitter users can find us at [www.Twitter.com/3M\\_Architecture](http://www.Twitter.com/3M_Architecture).

In addition to its product offerings, the group also provides customers with the information resources they need to bring projects to life. Architects, designers, building contractors and owners are invited to consult with 3M Architectural Markets for help in devising solutions for each unique challenge.

“3M Architectural Markets brings exciting new possibilities to the design community,” said Robyn Strauss, Marketing Development Manager, 3M Architectural Markets. “We provide expertise not only in surfaces and lighting, but also the interplay between these features, which designers know can have a dramatic effect on a project.”

3M Architectural Markets will debut its lighting and surface solutions at one of the largest design and furniture tradeshow in the world, the Salone Internazionale del Mobile in Milan, Italy, April 12-17. For more information, visit [3MArchitecturalMarkets.com](http://3MArchitecturalMarkets.com). In addition, 3M Architectural Markets will be at the International Contemporary Furniture Fair (ICFF) in New York City, May 14-17.

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#### **About 3M Architectural Markets**

Based on 3M’s tradition of innovation, technological know-how and information resources, 3M Architectural Markets offers flexible, creative and technologically advanced surface finishing and lighting solutions for architecture and interior design. With a wide range of architectural finishes and decorative window glass finishes as well as natural and artificial lighting solutions, 3M Architectural Markets helps designers create a complete mood or atmosphere, defining the specific character of any environment. The division’s technologies are engineered to create design excellence, enhance human comfort and respect environmental sustainability, globally. For more information, visit [www.3MArchitecturalMarkets.com](http://www.3MArchitecturalMarkets.com) or follow @3M\_Architecture on Twitter.

#### **About 3M**

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 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.

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