



Filtrete HVAC Filters

Digital Toolkit

For 3M Authorized Distributors United States

December 2021

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:



Recommended Product Lists

- Prioritized product groups
- Data packages

Training and Technical Materials

- Application and training videos
- How-to demo videos

Selling Tools

- Marketing communications calendar
- Sales presentation slides

Marketing and Advertising Assets

- Hero images and application photography
- Web banners | Ads

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

Recommended product list for each category

Basic Dust & Lint Air Filters



300 MPR
MERV 5

Pollen Air Filters



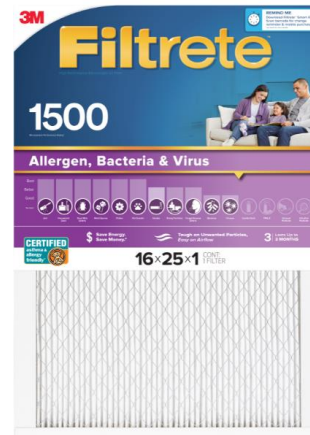
600 MPR
MERV 7

Allergen Defense Air Filters



1000 MPR
MERV 11

Allergen, Bacteria, & Virus Air Filters



1500 MPR
MERV 12

Allergen, Bacteria, & Virus Deep Pleat Air Filters



1550 MPR DEEP PLEAT
MERV 12

Premium Allergen, Bacteria, & Virus Air Filters



1900 MPR
MERV 13

Premium Allergen & Home Pollutants Air Filters



2200 MPR
MERV 14

Call To Action

- List / induct all recommended Filtrete products
- Build out digital platforms (e-com)
- Align promotions with Filtrete brand marketing communications
- Develop new business in new channels
- Communicate demand plan forecasts
- Enjoy new sales with this fast-growing portfolio

Recommended Product List

Filtrete™ Allergen Defense Filters (1000 MPR / MERV 11)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111098004	7100188265	9800-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 16 in x 20 in x 1 in
00051111098011	7100188249	9801-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 16 in x 25 in x 1 in
00051111098028	7100188258	9802-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 20 in x 1 in
00051111098035	7100188250	9803-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 25 in x 1 in
00051111098042	7100188247	9804-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 25 in x 1 in
00051111098059	7100188261	9805-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 20 in x 1 in
00051111098226	7100188738	9822-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 30 in x 1 in
00051111098240	7100188882	9824-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 30 in x 1 in
00051111098233	7100188899	9823-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 24 in x 1 in
00051141329284	7100188691	AL11-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 14 in x 1 in
00051111098202	7100188875	9820-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 12 in x 24 in x 1 in
00051111098196	7100188877	9819-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 12 in x 20 in x 1 in



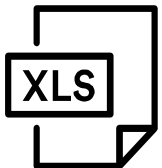
Data package

Recommended Product List

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Filtrete™ Allergen Defense Filters (continued) 1000 MPR / MERV 11

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111098103	7100188256	9810-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 12 in x 12 in x 1 in
00051141909783	7100188697	9845-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 18 in x 20 in x 1 in
00051111098172	7100188878	9817-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 18 in x 18 in x 1 in
00051111098219	7100188872	9821-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 18 in x 24 in x 1 in
00051111098073	7100188271	9807-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 10 in x 20 in x 1 in
00051111098066	7100188272	9806-4	Filtrete™ Allergen Defense Filter, 1000 MPR, 15 in x 20 in x 1 in
00051111098264	7100188905	9826-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 24 in x 1 in
00051111548226	7100188232	9829-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 17.5 in x 23.5 in x 1 in
00051141353609	7100188652	9848-4	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 17.5 in x 23.5 in x 1 in
00051111098189	7000126128	9818NA	Filtrete™ Micro Allergen Reduction Filter 30 in x 60 in Hammock Style

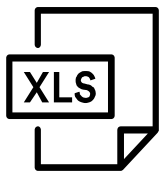


Data package

Recommended Product List

Filtrete™ Allergen Defense Filters (2-pks) 1000 MPR / MERV 11

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141314563	7100188267	9800-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 16 in x 20 in x 1 in (2-pk)
00051141314556	7100188262	9801-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 16 in x 25 in x 1 in (2-pk)
00051141314877	7100188254	9802-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 20 in x 1 in (2-pk)
00051141314549	7100188252	9803-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 25 in x 1 in (2-pk)
00051141324951	7100188275	9804-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 25 in x 1 in (2-pk)
00051141324968	7100188263	9805-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 20 in x 1 in (2-pk)
00051125004701	7100188897	9823-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 24 in x 1 in (2-pk)
00051125004718	7100188900	9824-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 14 in x 30 in x 1 in (2-pk)
00051125004671	7100189280	9820-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 12 in x 24 in x 1 in (2-pk)
00051141314532	7100188736	9822-2PK-HDW	Filtrete™ Allergen Defense Air Filter, 1000 MPR, 20 in x 30 in x 1 in (2-pk)

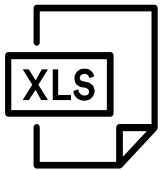


Data package

Recommended Product List

Filtrete™ Allergen Defense Filters Deep Pleat Filters (1000 MPR / MERV 11)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00076308870911	7100097241	NADP01-4IN-4	Filtrete™ Allergen Defense Deep Pleat Filter, 1000 MPR 16 in x 25 in x 4 in
00076308870928	7100097243	NADP03-4IN-4	Filtrete™ Allergen Defense Deep Pleat Filter, 1000 MPR 20 in x 25 in x 4 in
00068060654564	7100204113	NADP00-2IN-4	Filtrete™ Allergen Defense Deep Pleat Filter, 1000 MPR, 16 in x 20 in x 2 in
00068060654571	7100204092	NADP01-2IN-4	Filtrete™ Allergen Defense Deep Pleat Filter, 1000 MPR, 16 in x 25 in x 2 in
00068060654595	7100204111	NADP02-2IN-4	Filtrete™ Allergen Defense Deep Pleat Filter, 1000 MPR, 20 in x 20 in x 2 in,
00068060654588	7100204112	NADP03-2IN-4	Filtrete™ Allergen Defense Deep Pleat Filter, 1000 MPR, 20 in x 25 in x 2 in

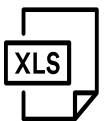


Data package

Recommended Product List

Filtrete™ Allergen, Bacteria, & Virus Filters (1500 MPR / MERV 12)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111020005	7100203142	2000-4-HR	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 16 in x 20 in x 1 in
00051111020012	7100203213	2001-4-HR	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 16 in x 25 in x 1 in
00051111020029	7100203214	2002-4-HR	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 20 in x 20 in x 1 in
00051111020036	7100203129	2003-4-HR	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 20 in x 25 in x 1 in
00051111020050	7100222947	2005-4	Filtrete™ Allergen, Bacteria & Virus Air Filter 1500 MPR, 14 in x 20 in x 1 in
00051111020043	7100222937	2004-4	Filtrete™ Allergen, Bacteria & Virus Air Filter 1500 MPR, 14 in x 25 in x 1 in
00051111020203	7100188680	2020-4	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 12 in x 24 in x 1 in
00051111020104	7100188735	2010-4	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 12 in x 12 in x 1 in
00051111020227	7100250764	2022-4	Filtrete™ Allergen, Bacteria & Virus Air Filter 1500 MPR, 20 in x 30 in x 1 in
00051111020210	7100188890	2021-4	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 18 in x 24 in x 1 in
00051111020173	7100188649	2017-4	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 18 in x 18 in x 1 in
00076308726850	7100188924	2046-4	Filtrete™ Allergen, Bacteria & Virus Air Filter, 1500 MPR, 18 in x 25 in x 1 in



Data package

Recommended Product List

Filtrete™ Allergen, Bacteria, & Virus Deep Pleat Filters (1550 MPR / MERV 12)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111024454	7100097247	NDP03-4IN-4	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 20 in x 25 in x 4 in
00076308871062	7100096896	NDP03-4S-4	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 20 in x 25 in x 4 in (slim fit)
00051111024430	7100097248	NDP01-4IN-4	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 16 in x 25 in x 4 in
00076308871079	7100096893	NDP01-4S-4	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 16 in x 25 in x 4 in (slim fit)
00051111024447	7100097249	NDP02-4IN-4	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 20 in x 20 in x 4 in
00051141981949	7100188166	NDP03-5IN-2	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 20 in x 25 in x 5 in
00076308870942	7100186854	NDP01-5IN-2	Filtrete™ Ultra Allergen Reduction Deep Pleat Filter, 16 in x 25 in x 5 in

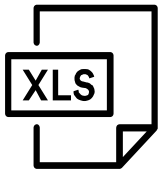


Data package

Recommended Product List

Filtrete™ Premium Allergen, Bacteria, & Virus Filters (1900 MPR / MERV 13)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111021514	7100222951	UA00-4	Filtrete™ Premium Allergen, Bacteria, & Virus Air Filter 1900 MPR, 16 in x 20 in x 1 in
00051111543283	7100250953	UA01-4	Filtrete™ Premium Allergen, Bacteria, & Virus Air Filter 1900 MPR, 16 in x 25 in x 1 in
00051111543290	7100222949	UA02-4	Filtrete™ Premium Allergen, Bacteria, & Virus Air Filter 1900 MPR , 20 in x 20 in x 1 in
00051111543306	7100222948	UA03-4	Filtrete™ Premium Allergen, Bacteria, & Virus Air Filter 1900 MPR, 20 in x 25 in x 1 in
00051111543313	7100222938	UA05-4	Filtrete™ Premium Allergen, Bacteria, & Virus Air Filter 1900 MPR, 14 in x 20 in x 1 in
00051111021392	7100222946	UA04-4	Filtrete™ Premium Allergen, Bacteria, & Virus Air Filter 1900 MPR, 14 in x 25 in x 1 in
00051111024126	7100189216	UA21-4	Filtrete™ Premium Allergen, Bacteria & Virus Air Filter, 1900 MPR, 18 in x 24 in x 1 in



Data package

Recommended Product List

Filtrete™ Premium Allergen & Home Pollutants Air Filters (2200 MPR / MERV 13)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051141901008	7100261397	EA00-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 16 in x 20 in x 1 in
00051141901015	7100258570	EA01-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 16 in x 25 in x 1 in
00051141901220	7100250944	EA02-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 20 in x 20 in x 1 in
00051141901213	7100252646	EA03-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 20 in x 25 in x 1 in
00051141901312	7100262895	EA04-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 14 in x 25 in x 1 in
00051141901299	7100189333	EA05-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 14 in x 20 in x 1 in
00051141901305	7100189213	EA22-4	Filtrete™ Premium Allergen & Home Pollutants Air Filter 2200 MPR, 20 in x 30 in x 1 in

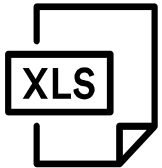


Data package

Recommended Product List

Filtrete™ Pollen Filters (600 MPR / MERV 7)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111098301	7100182284	9830-4	Filtrete™ Pollen Air Filter, 600 MPR, 16 in x 20 in x 1 in
00051111098318	7100183959	9831-4	Filtrete™ Pollen Air Filter, 600 MPR, 16 in x 25 in x 1 in
00051111098325	7100183958	9832-4	Filtrete™ Pollen Air Filter, 600 MPR, 20 in x 20 in x 1 in
00051111098332	7100186818	9833-4	Filtrete™ Pollen Air Filter, 600 MPR, 20 in x 25 in x 1 in
00051111098349	7100189227	9834-4	Filtrete™ Pollen Air Filter, 600 MPR, 14 in x 25 in x 1 in
00051111098356	7100187098	9835-4	Filtrete™ Pollen Air Filter, 600 MPR, 14 in x 20 in x 1 in
00051111098820	7100187167	9882-4	Filtrete™ Pollen Air Filter, 600 MPR, 20 in x 30 in x 1 in

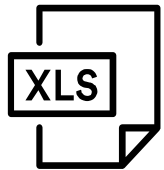


Data package

Recommended Product List

Filtrete™ Basic Dust & Lint Filters (300 MPR / MERV 5)

Billing UPC	SAP Material #	Catalog ID	Marketplace Formal Name
00051111020685	7100184247	300-4	Filtrete™ Basic Dust & Lint Filter, MPR 300, 16 in x 20 in x 1 in
00051111020692	7100184014	301-4	Filtrete™ Basic Dust & Lint Filter, MPR 300, 16 in x 25 in x 1 in
00051111020708	7100184015	302-4	Filtrete™ Basic Dust & Lint Filter, MPR 300, 20 in x 20 in x 1 in
00051111020715	7100184246	303-4	Filtrete™ Basic Dust & Lint Filter, MPR 300, 20 in x 25 in x 1 in
00051111020722	7100186900	304-4	Filtrete™ Basic Dust & Lint Air Filter, MPR 300 14 in x 25 in x 1 in
00051111020739	7100187903	305-4	Filtrete™ Basic Dust & Lint Air Filter, 300 MPR, 14 in x 20 in x 1 in
00051141322797	7100187896	311-4	Filtrete™ Basic Dust & Lint Air Filter, 300 MPR, 14 in x 14 in x 1 in
00051131974982	7100186853	321-4	Filtrete™ Basic Dust & Lint Air Filter, 300 MPR, 18 in x 24 in x 1 in
00051111020807	7100186819	322-4	Filtrete™ Basic Dust & Lint Air Filter, 300 MPR, 20 in x 30 in x 1 in



Data package

Filtrete™

Insights, Training, and Technical Materials

Retail HVAC Segment Highlights

Est Segment Share \$

Filtrete™

55%-58%

Estimated Total Retail HVAC Segment Category

\$1.5BB

HEIGHTENED
LEVEL OF
**AIR
AWARENESS**

Fastest Growing

Channel: **Online**

Category: **Deep Pleat**

Trend: Shift to **higher performing filters**

Projected 2021

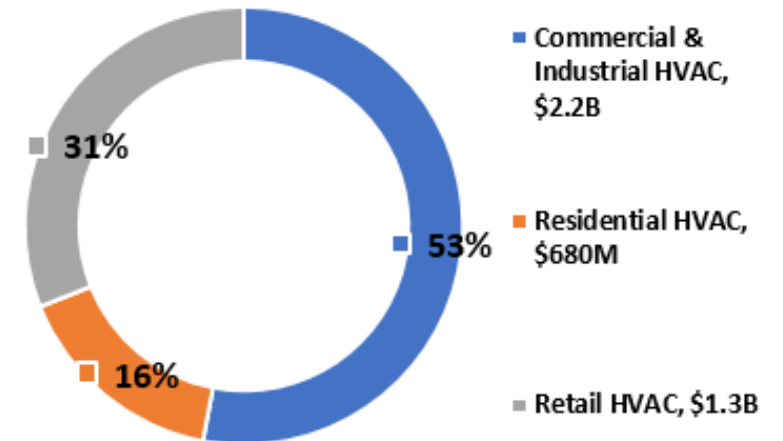
HVAC Retail Segment Growth Rate

8% -10%

Filtrete™

12%-14%

North America Estimated Filtration Market \$4.2B



The Power Of the Filtrete™ Brand

Filtrete
#1BRAND
TOTAL
AWARENESS

*

30 Years
of
Category
Innovation

ONLY
Vertically
Integrated
Air Filter
Supplier

Most Trusted,
Recommended,
Favored &
Counted on

Filter Brand in America & Canada

*

REACHING CONSUMERS YEAR-
ROUND
WITH AN ESTIMATED

+1B
IMPRESSIONS

**"#1 consumer
rated air filter
manufacturer"**

—
Consumer Reports

**

200+

Air Filtration Patents
Globally

**Leader in
Connected
Solutions and
Data Science**

Filtrete™ Brand is the Air Filter Category Leader in the U.S & Canada.



*Brand Health, Kantar 2021

**Consumer Reports 2020

HVAC Filter Category Today | 3M = 30+ Years of Leadership

30 Years of Segment Expertise

\$1.5 Billion

8-10% CAGR

Constant Re-Invigoration

Leveraging 3M's Vast technology Platforms

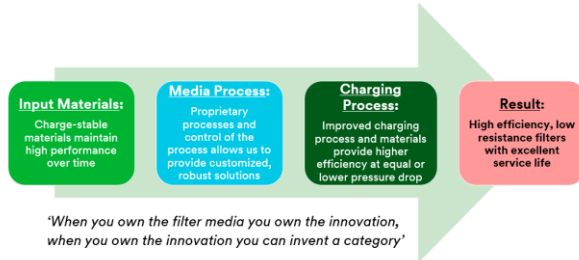
Regulatory & Association Influencer

200+ Air Filtration Patents Globally

Innovative Portfolio + Production Capabilities



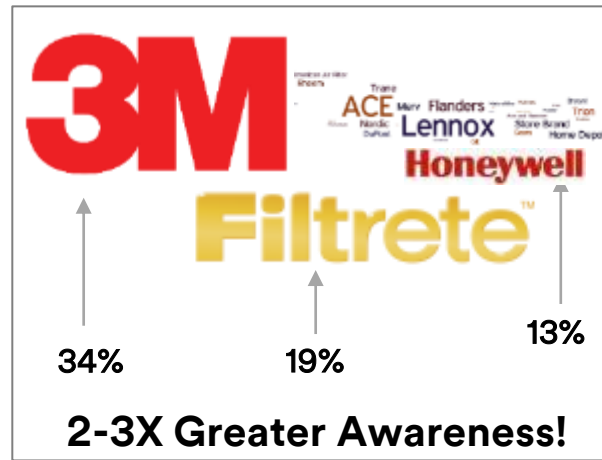
The only vertically integrated supplier



- Amped up performance with new charging technology & media
- IoT capabilities

World-Class Brands

Leading Brand in Awareness & Search



2020 Brand Health Tracker, Kantar

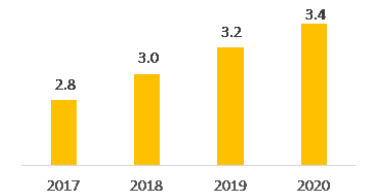
"# 1 consumer rated air filter manufacturer" – Consumer Reports

"The Most Trusted, Recommended, Favored, & Counted on Filter Brand in America." - Kantar

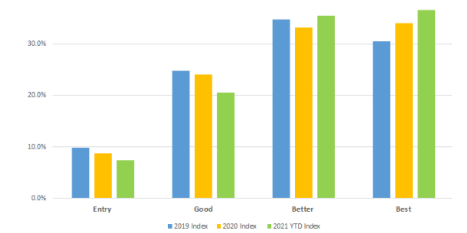
3M World Class Brand Campaigns

Driving Category Growth

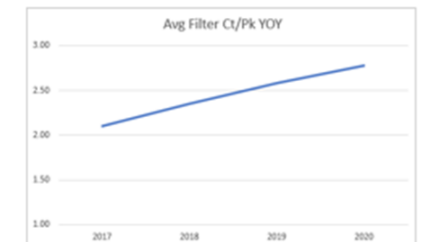
Migration to high-end filters has seen a dynamic shift.



Filter change frequency continues to increase.*

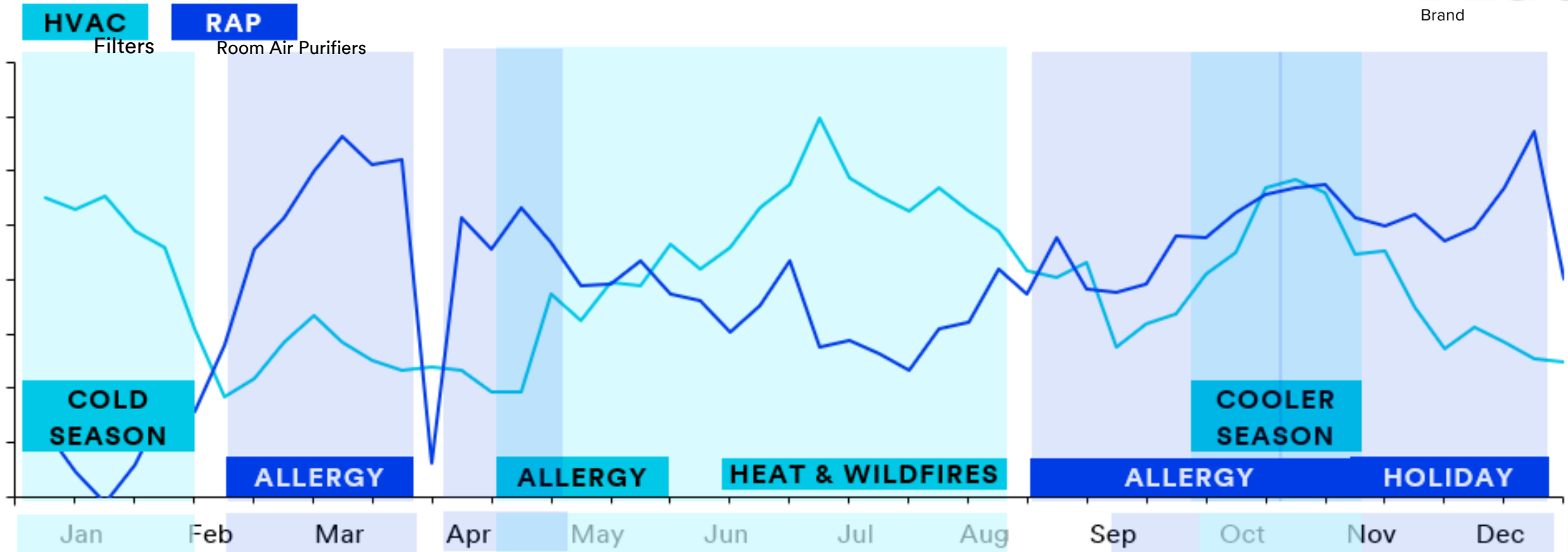


Shift towards Multi-Packs



Seasonal Air Quality Triggers

Filtrete[™]
Brand



HVAC Filter Purchase Triggers:

- Seasonal spikes as weather patterns change
- As furnaces or AC units are turned on
- Allergy Season
- Wildfires

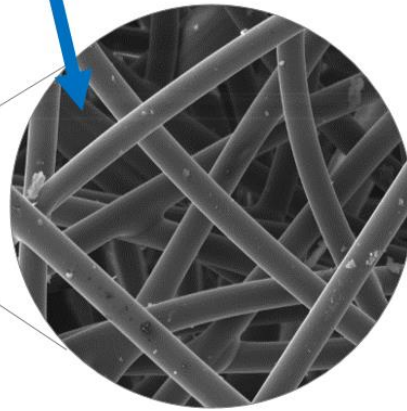
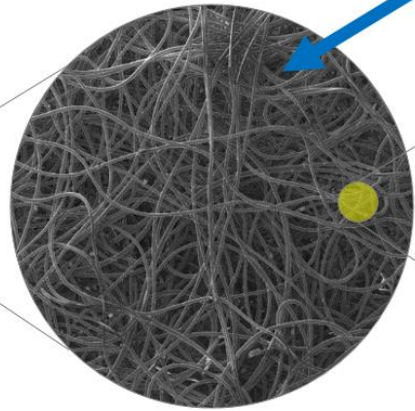
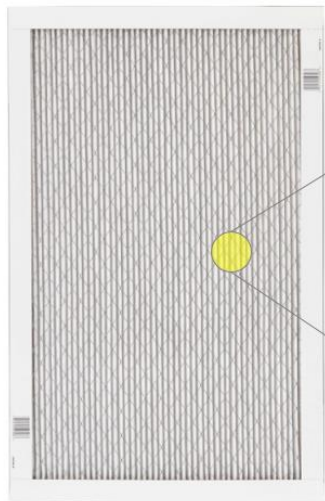
What is an Air Filter?

Our Differentiator | Electrostatic Filtration – How Does it Work?

Filtrete™ Brand

Filtrete™ Brand

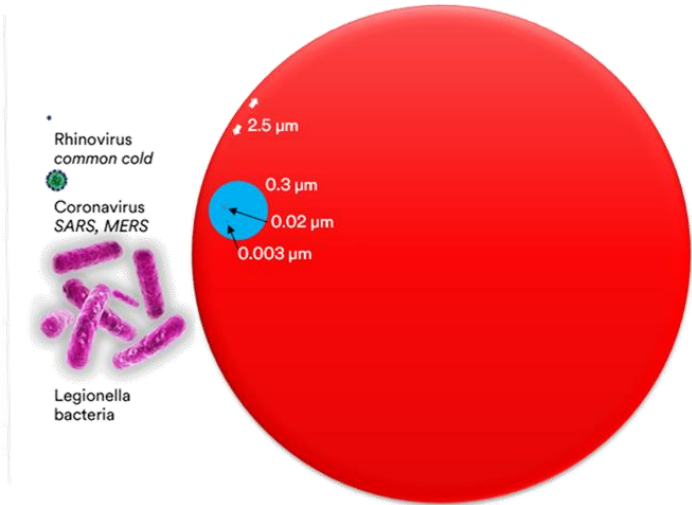
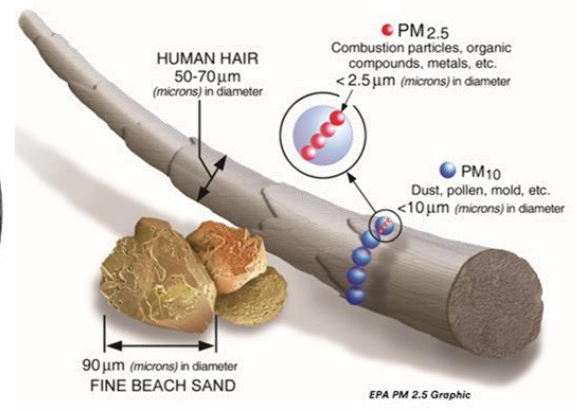
About 90% air!



Air filter

Filter media

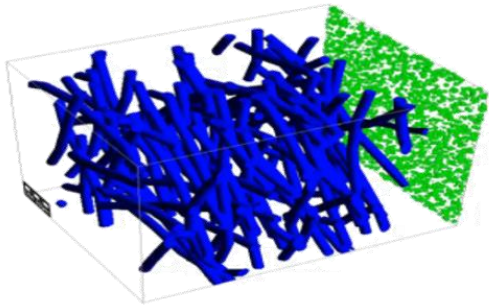
Fibers



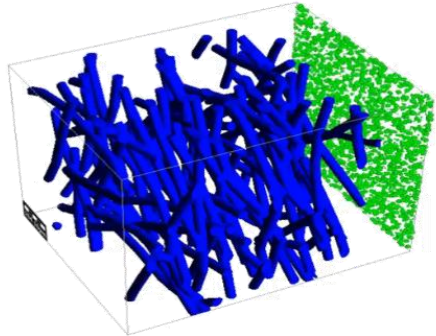
- 3M media has been proven to effectively capture particles as small as 0.003 μm
- More than 1000X smaller than the eye can see



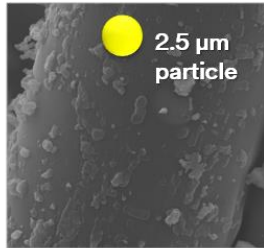
A permanent charge can be applied to the fibers to make them act like magnets



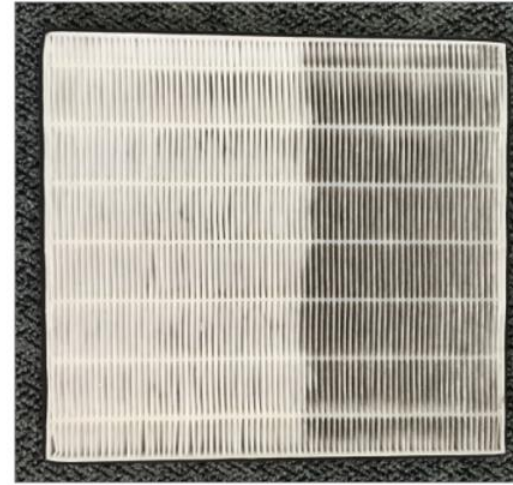
Mechanical
Capture some particles, but many pass by



Electret
Charged fibers attract and capture particles by pulling them onto the fiber



Big fibers can capture small particles without blocking the airflow



No charge

Electrostatic charge

One filter is ½ charged, ½ uncharged

Run in air purifier 3 days in Shanghai

Uncharged half is white

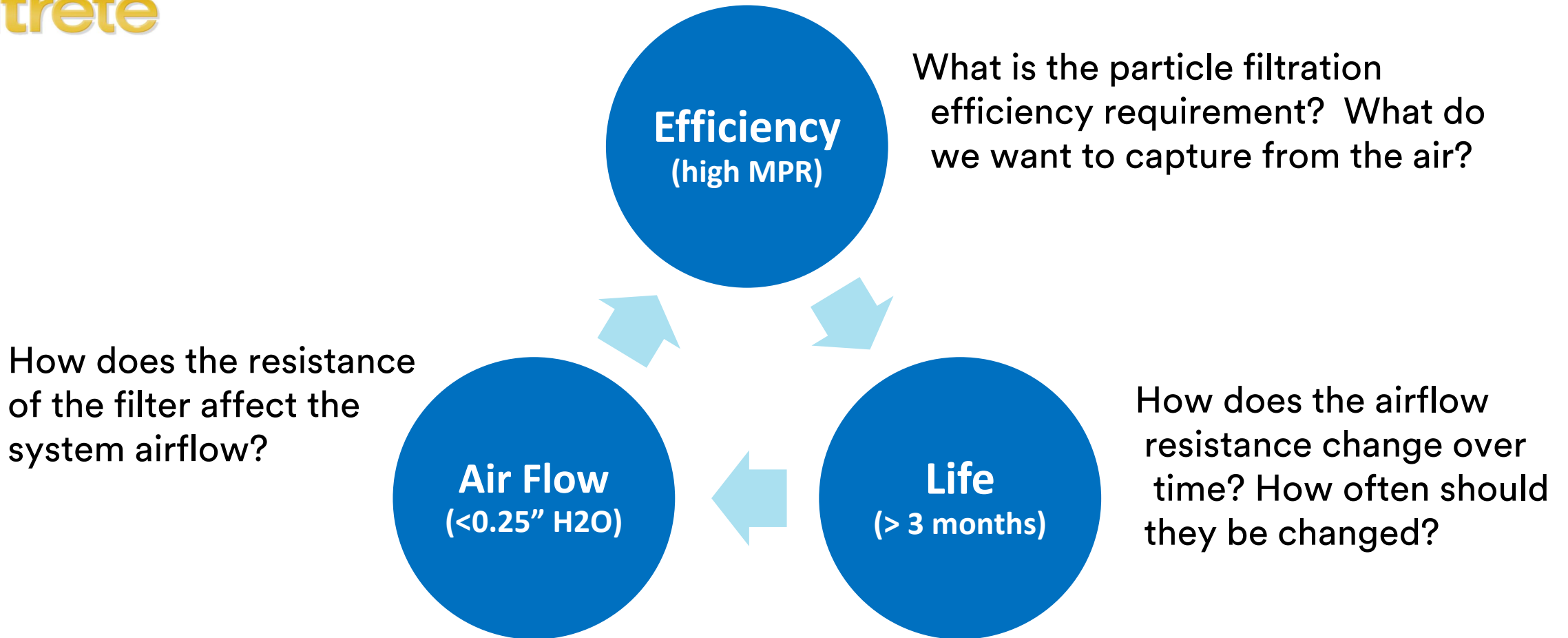
- Captured very little PM_{2.5}

Charged half becomes dark

- Captured very much PM_{2.5}

Electrostatic charging provides a large benefit to capturing PM_{2.5} particles!

Optimizing Filter Design: Three Key Parameters



Successful filter design ensures that the product works correctly through its intended lifetime

Filtrete™


Marketing Assets

2022 US Filtrete™ | Brand Communications Calendar

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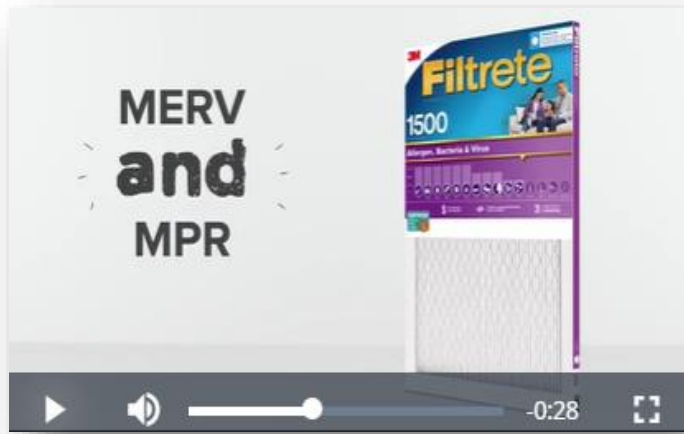
Investing in Brand Communications to support additional Growth and Share Gains

Reminding the nation to control their air - throughout peak heating & cooling season, and throughout the year from weather, environment, life stage, and product lifecycle trigger moments

US PLAN		JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	
KEY TIMEFRAME		Furnace Season				Air Conditioner Season					Furnace Season			
PAID	TV													
	RADIO													
	DIGITAL	WEATHER, LIFESTYLE & ENVIRONMENTAL TRIGGER MEDIA												
	PODCASTS													
	PARTNERSHIPS						PUBLISHERS							
	SOCIAL													
	SEARCH													
EARNED	PR NEWS ENGINE													
	INFLUENCERS													
OWNED	CRM	AUTOMATED LIFECYCLE COMMUNICATIONS & FULFILLMENT												
	RETAIL	ENHANCED & EDUCATIONAL CONTENT & MEDIA INITIATIVES												



Filtrete Air Aware Videos



▶ Are you AIR AWARE? You will be.



▶ Electrostatic Proprietary Technology



▶ Excellent Air Flow




▶ AIR AWARE – Super Dust



▶ AIR AWARE – Virus Particle Capture

Filtrete Videos



 **The Guest Family's Air Story**
30 sec.



 **The Latest Innovation from Filtrete Brand**



 **The Guest Family's Air Story**
15 sec.




 **The Chus' New Home Air Story**
15 sec.




 **The Chus' New Home Air Story**
30 sec.

Banner Ads



 3192x1075




 742x548



 507x213



 3129x1042

Global Brand Guidelines & Style Guide



Filtrete™