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## **FOR IMMEDIATE RELEASE**

### **3M Brings Innovation in Microbiology Testing to Beverage Industry**

*- New 3M Petrifilm Aqua Plates bring the modern, reliable convenience of food microbiology testing to global water and beverage processing industries -*

ST. PAUL, Minn. – March 9, 2011– For over 26 years, the 3M™ Petrifilm™ Plate has been a trusted and standard microorganism testing tool for food processors throughout the world. Today 3M Food Safety unveiled the launch of the 3M™ Petrifilm™ Aqua Plates, available immediately for testing bottled water, in beverage and food processing plants.

“We are excited to bring this product to the beverage bottling industry. For companies in this sector, this innovative method provides a new alternative testing process to traditional agar petri dishes,” said Bob Young, senior technical service specialist, 3M Food Safety.

Containing a water-soluble gelling agent, nutrients and indicators, 3M Petrifilm Aqua Plates test for the four most common contaminants that threaten a company’s product: heterotrophic count, coliform, yeast and mold, and enterobacteriaceae. Today’s beverage and food processors often produce their own agars or purchase premade dishes. Both practices require a large investment in employee time, excessive refrigeration space and unnecessary waste.

Bringing modern convenience to the water and beverage industries, 3M’s sample-ready plates replace conventional agar petri dishes by offering a reliable, simple way to assess product safety.

“The plates are easy to use and offer quality assurance professionals the opportunity to streamline their testing process. Results from third party testing have shown the 3M Petrifilm Aqua Plates perform similar to global standard methods. 3M Petrifilm Plates can save companies considerable time and money,” said Eric Amann, global marketing development manager, 3M Food Safety.

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Those working in the water and beverage industries face more rigorous safety regulations and increased quality expectations from customers every year. 3M's Petrifilm Aqua Plates allow producers who make their own agar to experience consistent quality, ease-of-use, and increased productivity, while creating less waste and using less storage space. An industry study conducted with 292 food-processing plants demonstrated an 80 percent increase in technician productivity (tests per hour), saving companies an average of 3.7 hours per day of technician time. Consequently, the saved time can be redirected to more value-adding activities such as increased sampling, production monitoring and HACCP programming.

To learn more about purchasing or testing 3M Petrifilm Aqua Plates, visit [www.3M.com/foodsafety](http://www.3M.com/foodsafety) or contact a customer care representative at 1-800-328-1671.

**3M Food Safety** is the leader of innovative solutions that help the food and beverage industry optimize the quality and safety of their products to enable consumer protection. At every step, 3M Food Safety provides solutions that help mitigate risk, improve operational efficiencies and impact the bottom line.

#### **About 3M Health Care**

3M Health Care, one of 3M's six major business segments, provides world-class innovative products and services to help healthcare professionals improve the practice, delivery and outcome of patient care in medical, oral care, drug delivery, food safety and health information markets. Learn more at [3M Healthcare](#).

#### **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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