

At launch, campaign messaging for the 3M™ High Flow Series Filter 0.5 µm will lead with the core benefit of potential total cost of filtration savings as the hook (why), layer in key supporting proof points to validate this from our value proposition (how), and then supplement with additional benefits as relevant per audience (what else). At the product family level, messaging will address the line expansion as offering more capability and options for unique processes.



Product Positioning Concept A (including 30% claim)

## Do more with less.

Save up to 30% on the total cost of filtration\*  
with the new 3M™ High Flow Series Filter 0.5 µm.

### Higher efficiency. Lower cost.

Removing particles as small as 0.5 µm during the prefilter process can pay big dividends down the line—like up to 30% filtration cost savings.\*

\*Compared to traditional 2.5" diameter filter cartridges

### Better fluids, better results.

The higher the quality of your source water after prefiltration, the better your whole process will be—especially the consistency and quality of your final products.

### Defense down the line.

High flow filtration does some of the upstream heavy lifting (microbial or micro-particle reduction) so your more expensive downstream membrane filters last longer.

### Fewer changeouts. Less waste.

When your membrane filters last longer, they require fewer change-outs, which reduces downtime and saves on labor costs. Plus, this filter can do the work of multiple traditional filters, meaning less waste going into landfills.

Product Positioning Concept B (excluding 30% claim)

## Harness the power of 0.5 µm.

Introducing the new 3M™ High Flow Series Filter 0.5 µm.

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# Get more out of your process.

**Streamline your operation with 3M™ High Flow Series Filter Cartridges, now with finer 0.5 µm filtration.**

These innovative filter cartridges are made to deliver more. More usable surface area to maximize filter life. More flow to maintain your process flow requirements. More efficiency with fewer changeouts. More sustainability with less waste. When your filters can do all that, they can provide more savings by reducing your total cost of filtration.

**Are you ready to get more? Get 3M™ High Flow Series.**





**3M** Science.  
Applied to Life.™

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**Thank you**