

COMPANY SPOTLIGHT

Interview with Paul Peterson, 3M Business Development Manager



Q Tell us a little about you and your role with 3M.

A For the past 7 years, I have worked on new business development, in the beverage market, mainly focusing on wineries and breweries. Especially in new applications where we use 3M™ Liqui-Cel™ membranes for gas control. For example, nitrogenation, deoxygenation, and carbonation are all part of how beverage manufacturers make great-tasting product that retains freshness and characteristics that customers enjoy.

Q Where is your company headquartered? What's a fun fact about the city or state?

A 3M's global headquarters are in Saint Paul, MN. Fun fact: 13 of the 20 players and the head coach for the 1980 "Miracle on Ice" U.S. Olympic hockey team hail from Minnesota.

Q What role does 3M play in the beer industry?

A We are well-known for our innovative products, including filtration for beer clarification, biological controls, and gas controls. Our role is to support master brewers in solving challenges that get in the way of delivering quality products to the market.

Q What kind of trends are you seeing in the beer industry that may be moving the industry in a different direction than where it has been?

A Trends in the brewing industry include specialization and crafted products. Consumers appreciate unique products with different flavor profiles and ingredients. We're working with brewers to address needs around gas control and filtration to ensure freshness and preservation of the specialized products they're creating.

Q How has the Covid-19 pandemic affected 3M?

A Our workers have been incredibly responsive to the challenges we're all facing right now. At our manufacturing facilities, where dedicated essential workers continue to power our pandemic response, we have remained diligent and adhered to health and safety protocols, adjusting and adapting our protective measures to protect workers and to ensure business continuity.

3M has been in the news during the pandemic, in part because of the increased demand for personal protective equipment (PPE). You may have heard how 3M doubled global N95 respirator production and our plan to continue increasing our capacity to produce N95 and other respirators to two billion per year globally by the end of 2020.

We're also partners on innovative solutions like decontamination and reuse of N95 respirators under FDA Emergency Use Authorizations, helping Ford Motor Company rapidly design a new powered air-purifying respirator (PAPR), working with Cummins to increase production of a high-efficiency particulate filter for use in 3M PAPRs, and collaborat-

ing with MIT to develop a rapid diagnostic test for Covid-19. We've also partnered with Nissha to make anti-fog face shields for medical professionals and with vaccine manufacturers to deliver 3M™ Emphaze™ AEX Hybrid Purifiers to capture impurities in therapies and vaccines being developed to treat and protect from Covid-19.

We're continuing our commitment to STEM education, which is critical to future innovations. We're helping to bridge the distance learning gap—we are supporting students and teachers in many communities including with our school supplies, education care packages, and basic needs like food, personal hygiene products, and other items they need to help them focus on education.

For example, in our hometown of Saint Paul, we have given a grant for \$800,000 for program licenses, getting supplies to students' homes, and internet hotspots for needy families.

Our plant in Cordova, despite the pandemic, continued its annual school supply drive, supporting 81 schools in eastern Iowa and western Illinois with 3M products.

3M is also responding with cash and product donations, including respirators, surgical masks, and hand sanitizers through local and global humanitarian aid partners. We committed \$20 million to supporting community partners for critical needs, plus \$10M in cash and donations through 2020.

We're also offering "Science at Home" for kids age 6–12 and their families to do simple science experiments with commonly available household items to reinforce core scientific principles, in collaboration with Scientific American™, Discovery Education, and the Bakken Museum. "Science at Home" is just one more way we deliver on our long commitment to STEM and quality education programming.

Q How have you seen the brewing industry unite in these unusual times?

A We're seeing brewers do things that support the community by changing production over to hand sanitizer when there were supply shortages at the outset of the pandemic. Also, brewers are aware that the challenges in bar and restaurant closures have impacted many workers, so companies are supporting the industry by providing emergency assistance funds through industry associations for foodservice workers and wholesalers; for example, Anheuser-Busch provided \$1 million through the U.S. Bartenders' Guild for their Covid-19 Relief and Response program. Brewers are also lending their voice in support of restaurants that are open for takeout and purchasing gift cards to keep businesses afloat during the pandemic. Brewers belong to communities and have families, so they understand how important it is that we support each other.

Q How have 3M's priorities shifted for the remainder of 2020?

A We'll continue with our commitment to support production increases for PPE, and we'll continue to deliver innovative products for industry with an awareness that the pandemic

has created opportunities to support customers in different ways.

The biggest shift is that our technical and sales teams are working remotely and meeting with customers and design engineers virtually to support the business needs.

Q *What are 3M's top priorities for 2021?*

A 3M has a "Customer First" philosophy. We are always thinking about how our business supports our customers. For our Separation and Purification Division, in the filtration and separation business, our priorities include supporting our customers' needs for day-to-day business and helping them address changes or production needs effectively.

We do this by offering the right mix of products and the right resources and technical support. Over the next year, you'll see more content from 3M that helps brewers.

Q *What is your favorite aspect of the World Brewing Congress?*

A I enjoy meeting different groups of people who are doing work in the breweries. Brewers are creative people, so it's fun to connect with them to learn what's new and how they're working out solutions for their business. We get to collaborate on interesting projects.

Q *What is the best way for someone to connect with your team?*

A We are always glad to connect with you! For gas control, you can visit https://www.3m.com/3M/en_US/liquicel-us/support/ or phone us at 1-980-859-5400. For filtration, you can "ask an expert" at https://www.3m.com/3M/en_US/company-us/all-3m-products/purification-ask-an-expert/ or phone us directly at 1-800-243-6894. If you're not sure what your needs are, either of these will get you in touch with a 3M account manager or technical applications engineer.