

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871-0422

September 22, 2006

3M Corporate Headquarters
3M Center
St. Paul, MN 55144-1000
ATTN: Condiment Department

Dear 3M:

I think that you are better than M&M because they are just 2 M's where you have three of them. M&M's are really cool, but 3M is cool to the third degree. It is more like really really really cool.

I recently repainted a room in my house and I used your blue painter's tape to help do the window and trim edging. I waited a really really really long time for the wall paint to dry before putting the tape on to do the trim painting, but I now have a number of places where the tape pulled the paint off in splotches. Is it possible that I got a defective roll of tape? Or did I use the wrong kind? I used up the entire roll and threw away the wrapping and spool before I realized that the tape might have been bad... so I can't give you any batch number for you to reference. I think I also accidentally threw away the instructions.

Please check to see if you have had any other negative QA reports for blue tape and let me know if possible. I don't want my money back or anything. This actually gives me an excuse to buy more paint and put another coat on the room, which I really really really enjoy doing anyway.

But putting aside the tape for a moment, I wonder if I can pitch an idea at you. I think you can hit this one out of the park! I know that 3M is the king and queen of office supplies and packaging materials. But I think the key to selling office supplies and packing materials is to give them a dual purpose. For instance, I buy 3M bubble wrap by the roll. I use it to pack up fragile items that I sell over the Internet, but I also use it as a stress reliever when I pop the bubbles between my fingers. That really really really makes me feel better after a bad day. So you can see that I personally have multiple uses for bubble wrap, which makes it a more valuable commodity to me.

I also like to buy 3M envelopes at the office supply store. On the one hand, I use them to mail letters such as this one. On the other hand, I like to use 3M envelopes as pre-folded origami starting points. I start with the pre-existing envelope folds and then turn them into more detailed projects. I once made a really really really detailed flamingo out of a 3M envelope.

But going back to the bubble wrap, I think you really really really have a lot of untapped potential there. The key is to diversify, just like choosing a stock portfolio. Forget the regular old bubble wrap or foam peanuts. I have an even better idea for packing material and you are the guys to develop it and to really really really market it. ... Plastic pouches filled with hand sanitizer!

Imagine someone unpacking a new portable CD player, wrapped in pouches of hand sanitizer instead of styrofoam or bubble wrap. As they remove the packing tape from the outside of the box, their hands are dirtied by anything and everything that the tape has come in contact with. With the flu season approaching, who knows how many germs might be stuck to the sticky side of that packing tape? I don't know myself, but those flu germs are really really really tiny. I bet a lot of them could fit on the backside (or front side depending on which way you perceive it) of the tape. But all the consumer needs to do is pop open the conveniently supplied hand sanitizer pouch and voila! Instant germ free hands! Maybe you can even partner with a pharmaceutical company to use their sanitizer in your packaging pouches. An instant business partnership success!

A lot of larger consumer items come packaged with those large clear plastic air pockets. I usually throw those away, but unless I cut them open with a knife or a pair of scissors and release the air, they fill up an entire garbage bag on their own. They really really really take up space unpopped and it seems like such a waste to throw them away. If we filled those up with sanitizer or hand lotion, they would serve a beneficial second purpose.

Another idea would be to fill them up with ketchup or mayonnaise. (I really really really don't like mustard).

Sincerely,



Rusty Lucas

p.s. Does 3M make baseball caps or do you have any baseball caps with the 3M logo printed on the front? I would really really really like to have one if you even make such a thing. Please send me a free 3M baseball cap and I will start working in my basement on the mustard, ketchup, and mayonnaise packing packets. I will keep those separate from the sanitizer and lotion packets to make sure that none get eaten by mistake. I would really really really feel like a 3M team member if I had a 3M baseball cap to wear while I make the packing packets.