

New Filtrete Refillable Air Filter delivers cleaner air and less waste

ST. PAUL, Minn., April 15, 2025 /PRNewswire/ -- Filtrete™ Brand, the number one trusted brand in residential HVAC air filters¹, is excited to announce the [new Filtrete Refillable Air Filter Kit](#). This innovative kit addresses common consumer pain points by offering a reusable frame that lasts up to 20 years and a collapsible filter that lasts up to 12 months. The refills are more affordable than traditional filters, reduce storage space by 75 percent, and cut disposable waste by 20 percent² – helping consumers achieve cleaner air with a reusable and budget conscious choice.

Filtrete Technology captures more small particles than standard MERV minimum requirements. The Microparticle Performance Rating (MPR) developed by 3M sets a higher standard for air quality. All Filtrete Air Filters are designed to maintain reliable airflow, helping HVAC systems run efficiently and reduce energy consumption, when changed regularly.

"Filtrete Brand has been dedicated to providing cleaner air for over 30 years," said Cindy Timmerman, vice president of Consumer Safety and Wellbeing at 3M. "Our new refillable air filters offer a solution that saves costs, space and reduces waste, while ensuring reliable airflow and cleaner air. A small change with a big impact."

The kit includes Filtrete™ MPR 1550 (MERV 12) Refillable Air Filters, which capture 42 percent more microparticles (0.3-1 microns) than the industry standard, effectively removing more allergens, bacteria and viruses for cleaner indoor air. These filters are also certified Asthma & Allergy Friendly®.

For added convenience, the new refillable air filters are compatible with the Filtrete Smart App, allowing consumers to store filter details, receive change reminders and find replacements easily.

Filtrete Refillable Air Filters are available in MPR 1550 (MERV 12) and MPR 1000 (MERV 11) at [Amazon](#), Walmart and Lowes.

¹ Based on the 2024 Sago Brand Health Study

² Filtrete Refillable Air Filter refills cost less based on MSRP, take up less space by volume and create less waste by weight than comparable traditional Filtrete™ Air Filters.


The Asthma & Allergy Friendly® Certification Mark is a Registered Certification Mark of the Asthma and Allergy Foundation of America and Allergy Standards Ltd.

About Filtrete™ Brand

For over 30 years, Filtrete™ Air Filters have delivered cleaner air to millions of homes, becoming a leader in residential air filtration. Developed by 3M engineers, these electrostatically charged filters act like tiny magnets, capturing microscopic particles while maintaining reliable airflow. Our team continues to innovate for better indoor air quality.

About 3M

3M (NYSE: MMM) believes science helps create a brighter world for everyone. By unlocking the power of people, ideas and science to reimagine what's possible, our global team uniquely addresses the opportunities and challenges of our customers, communities, and planet. Learn how we're working to improve lives and make what's next at [3M.com/news-center](https://www.3m.com/news-center).

Additional assets available online:  [Photos \(2\)](#)

<https://stage.mediaroom.com/3m/2025-04-15-New-Filtrete-Refillable-Air-Filter-delivers-cleaner-air-and-less-waste>