

3M Introduces New Series of Cutting Edge Protective Eyewear

Breakthrough technology enhances comfort and wearability of protective eyewear

ST. PAUL, Minn., Feb. 25, 2013 – 3M’s newest line of safety eyewear, [3M™ SecureFit™ Protective Eyewear](#), enhances comfort and wearability by seamlessly integrating self-adjusting temples and a secure fit into a single product. Designed with 3M’s proprietary pressure diffusion temple technology, SecureFit protective eyewear naturally adjusts to individual head sizes to help reduce eyewear slippage and discomfort.

“SecureFit protective eyewear is a game-changing product,” says Chris Dujovski, product manager, Head, Eye, and Face Protection, 3M. “There was a lot of hard work and innovation that went into designing this product, and we couldn’t be more excited to offer such a unique pair of comfortable protective eyewear at such an economical price.”

3M researchers developed the pressure diffusion temple technology after completing a comprehensive study that examined different face shapes and sizes from around the world. The study identified approximately 600 different touch points on the human face that then guided the design and fit of the protective eyewear line. The key benefits of pressure diffusion temple technology are: a secure, comfortable fit, its ability to self-adjust to a wide array of head sizes, which ultimately reduces the need to stock multiple frame sizes, and it helps reduce frame slippage during head movement.

The cool design of SecureFit weighs in at less than one ounce, is available in three shades: clear, amber and gray, and comes with either anti-fog or anti-scratch lens coatings to best adapt to an individual’s working environment.

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 \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

About 3M Personal Safety Division

3M offers a comprehensive, diverse portfolio of Personal Protective Equipment (PPE) solutions providing respiratory protection, hearing protection, fall protection, reflective materials for high visibility apparel, protective clothing, protective eyewear, head and face protection, welding helmets, and other adjacent products and solutions such as tactical safety equipment, detection, monitoring equipment, active communications equipment and compliance management. In 2012, 3M celebrated 40 years of occupational health & safety leadership – recognizing the company’s respiratory and hearing protection solutions introduced in 1972. Visit www.3M.com/PPESafety or <http://m.3m.com/PPESafety>.

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For more information:

- 3M [SecureFit Protective Eyewear](#) high-resolution graphic
- 3M [SecureFit Protective Eyewear](#) high-resolution graphic side-view

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