

Combining the Power of 3M with the Bair Hugger Brand

For over 100 years, 3M has turned science into practical ideas that have improved the lives of people all over the world. From 46 separate technology platforms, 3M engineers and scientists work every day to deliver on the promise of technology.

The Growth of the 3M Bair Hugger Brand

In 2010, the Bair Hugger brand joined the 3M family, as a leader in normothermia research with a highly successful brand in hospitals around the world. Coupled with 3M's technical expertise and brand reputation, there is a tremendous opportunity to drive the 3M™ Bair Hugger™ system's success and innovation even further.

So in 2015, when 3M updated its own brand platform, it was the perfect opening to redesign and update the Bair Hugger brand identity to connect it more closely with 3M. This alignment between 3M and the Bair Hugger brand also lays out a compelling vision for progressing into the future with an entire portfolio of products that deliver best-in-class solutions to help maintain normothermia.

Extensive customer research confirmed that the Bair Hugger, Bair Paws™ and SpotOn™ brands each represented quality, dependable products in the minds of our customers. But as we looked to the future, it was clear that our story could be strengthened by a simplified brand architecture, one with a singular, unified mission.

So while the Bair Paws and SpotOn brands have served us well, moving to one powerful brand—the 3M Bair Hugger normothermia system—will have even greater impact.

Becoming part of the 3M family has helped us reach more patients around the globe. In major US brand research studies commissioned by 3M over the past several years, 90 percent of study participants cite the Bair Hugger brand as the “most often used” forced air warming system. More than 80% of all US hospitals are using the Bair Hugger system and over 200 million patients around the world have been effectively warmed by our products.



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Whenever our customers and their patients see the Bair Hugger brand's modernized, symbolic icon, we want them to understand that one of the most passionate, patient-focused organizations in the world stands with them to support successful surgical outcomes.

the flexibility to meet individual facility needs. And, because patients come in all shapes and sizes, and surgical procedures require a broad range of positions and access points, the Bair Hugger normothermia system offers the widest range of innovative, effective warming blanket and gown designs.

Additional features like adhesive strips, head drapes, drain holes, and tie strips have been integrated into many blanket and gown models. In fact, some blanket models and product features have come thanks to the feedback from our most valuable team member – our customers.

The Bair Hugger temperature monitoring system is the most recent technology platform to join the portfolio, and it's an important one. Managing patient temperature has been challenging, in part, due to the lack of proven tools to accurately measure temperature throughout all areas of the perioperative process. The Bair Hugger temperature monitoring system provides an accurate, non-invasive method to measure core body temperature from pre-op, into the OR and then PACU, eliminating the need for multiple temperature measurement products and the variation or data bias that can occur from the use of different methods in different environments.

At 3M, we will never stop improving and innovating, and making it easier and more efficient to deliver the best care possible to surgical patients - that's the Bair Hugger normothermia system - that's the power of one.

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