

Safety Built In Campaign

Distributor Toolkit
2021

French



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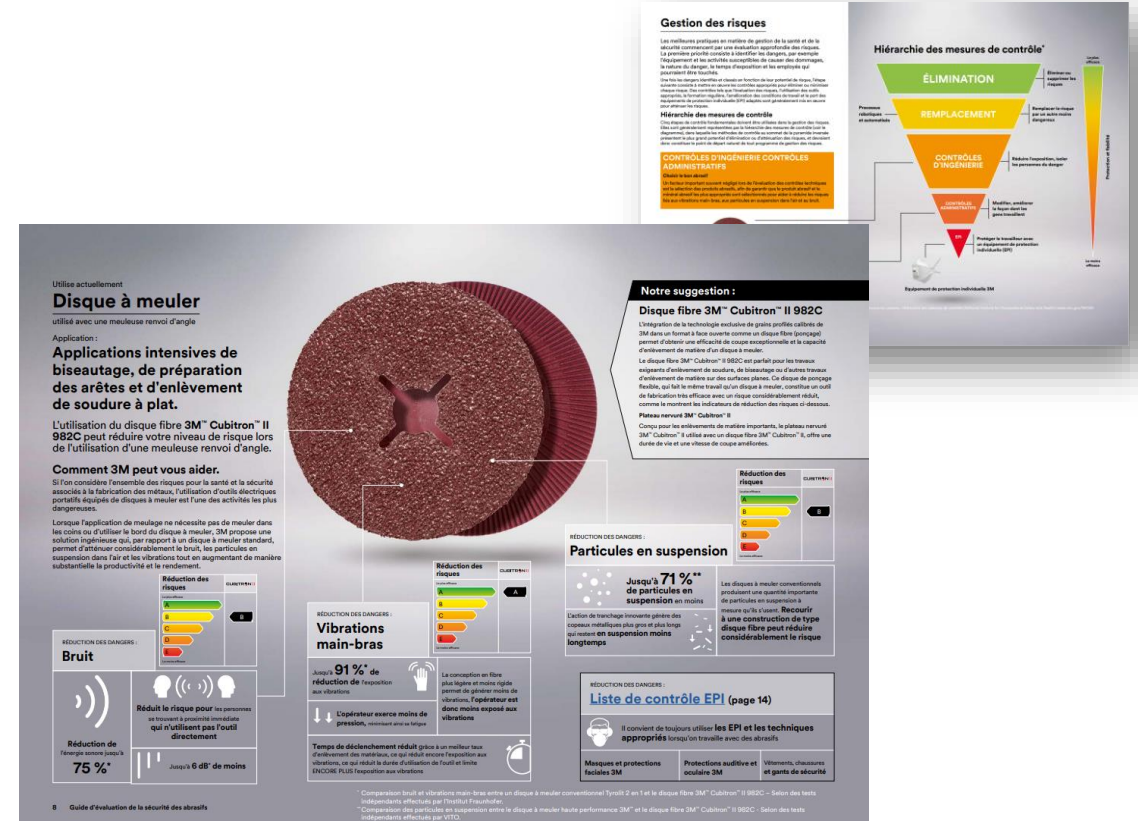
Program Sales Training

- [Abrasives Academy Modules](#)

Value Proposition

Innovative proposition demonstrating how 3M™ Cubitron™ II & ScotchBrite™ can reduce vibration, airborne particles and noise supported with our recommended PPE offering.

With a full suite of products, independent testing, training and end customer assets, the industry has never been better prepared to minimize hazard exposure during the use of abrasives



Campaign Overview

Objective

Provide an understanding of health and safety hazards associated with using abrasives and a clear path to minimizing those hazards through abrasive selection and PPE



Digital Assets

- eBook
- Emails
- Display Ads
- Facebook Ads
- LinkedIn Ads
- Online Training

Offline Assets

- Safety Assessment Guide
- Safety Posters
- Safety Leaflet
- Blueprinting Guide

The products featured in the program toolkit are “Hero” products, designed to showcase the very best of how 3M products can minimise hazards in the workplace.

The recommended PPE has been specifically selected for abrasive processes by our specialist technical team.

Hero Products



[3M™ Cubitron™ II Fibre Disc 982C](#)



[3M™ Cubitron™ II Depressed Centre Grinding Wheel](#)



[3M™ Cubitron™ II Cut Off Wheel](#)



Hero Products



[3M™ Cubitron™ II Flap Disc 967A](#)



[3M™ Cubitron™ II Hookit™ Clean Sanding Disc 775L](#)



[Scotch-Brite™ Clean & Strip XT-Pro](#)
















Digital Product Content Syndication

Content suitable for uploading to partner systems and websites is available.

Includes:

- Images
- Product Names & Part Numbers
- Short & Long Descriptions
- Applications
- Bullet Points
- Logistics Information



Product Basic Information						
Material Number	Local Catalog ID	Material Short Description	Marketplace Formalname	Marketplace Description	Marketplace Description Extended	Category
 700000393	546464	982C 36+ 7 x 7/8in 700BB 25/100 DC	3M™ Cubitron™ II Disco de Fibra 982C, 178 mm x 22 mm, 36+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 700000402	AB00604	982C 36+ 394EO 100 x 16 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 100 mm x 16 mm, 36+	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028010	836000	836000 ADFLO SPARKARRESTOR	3M™ Adflo™ Parachispas (836000)	Pieza de repuesto en caso de que el parachispas original se deforme y ya no encaje bien.		Soldadura
 7000028074	837110	837110 ADFLO ODOUR FILTER	3M™ Adflo™ Filtro de olores, 837110	desagradables. Nuestro filtro de olores se utiliza con el equipo de respiración motorizado 3M™ Adflo™.	se está usando el filtro para gases. Para aumentar la vida útil, acostúmbrese a revisar su equipo periódicamente.	Equipos de respiracion motorizado
 7000028191	180115	982C 36+ SLTD 492EQ 125x22 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 125 mm x 22 mm, 36+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028192	176336	982C 36+ SLOT 453EQ 115x22 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 115 mm x 22 mm, 36+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028194	181467	982C 60+ SLOT 453EQ 115 x 22 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 115 mm x 22 mm, 60+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028195	181468	982C 60+ SLTD 492EQ 125 x 22MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 125 mm x 2 2mm, 60+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028196	181470	982C 80+ SLOT 453EQ 115 x 22 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 115 mm x 22 mm, 80+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028197	181471	982C 80+ SLOT 493EQ 125 x 22 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 125 mm x 22 mm, 80+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028201	181688	982C 36+ SLTD FRMD 709EQ 180 x 22 MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 180 mm x 22 mm, 36+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028203	181689	982C 60+ SLTD FRMD 709EQ 180 x 22MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 180 mm x 22 mm, 60+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales
 7000028204	181690	982C 80+ SLTD FRMD 709EQ 180 x 22MM DC	3M™ Cubitron™ II Disco de Fibra 982C, 180 mm x 22 mm, 80+ Ranurado	presión, brindan hasta dos veces más tasa de corte, duración y vida útil que los discos convencionales.	maximizar el potencial de corte, así como minimizar la presión de desbaste y la fatiga en el operario.	Acabados y Abrasivos Industriales



PROVIDED IN EXCEL FORMAT
WITH THIS PRESENTATION

Campaign Assets

Safety Assessment Guide

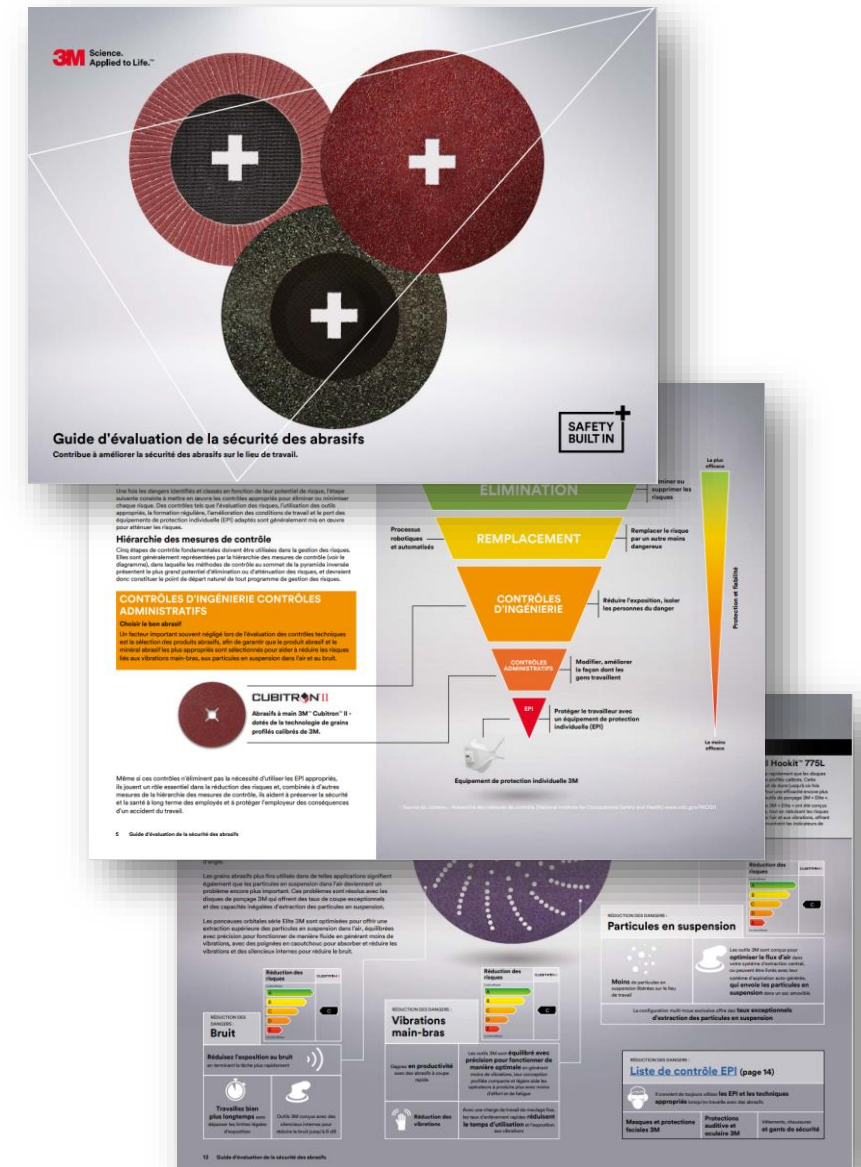
A 30pp brochure explaining how abrasives can have a meaningful impact on hazard mitigation and showcasing how our HERO products are proven to reduce exposure to hand-arm vibration, noise and airborne particles.

Includes:

- Abrasive Hazard Overview
- Managing Risks
- Product Options & Testing
- 3M Personal Protective Solutions
- Links & Further Reading



DOWNLOAD GUIDE IN
FRENCH

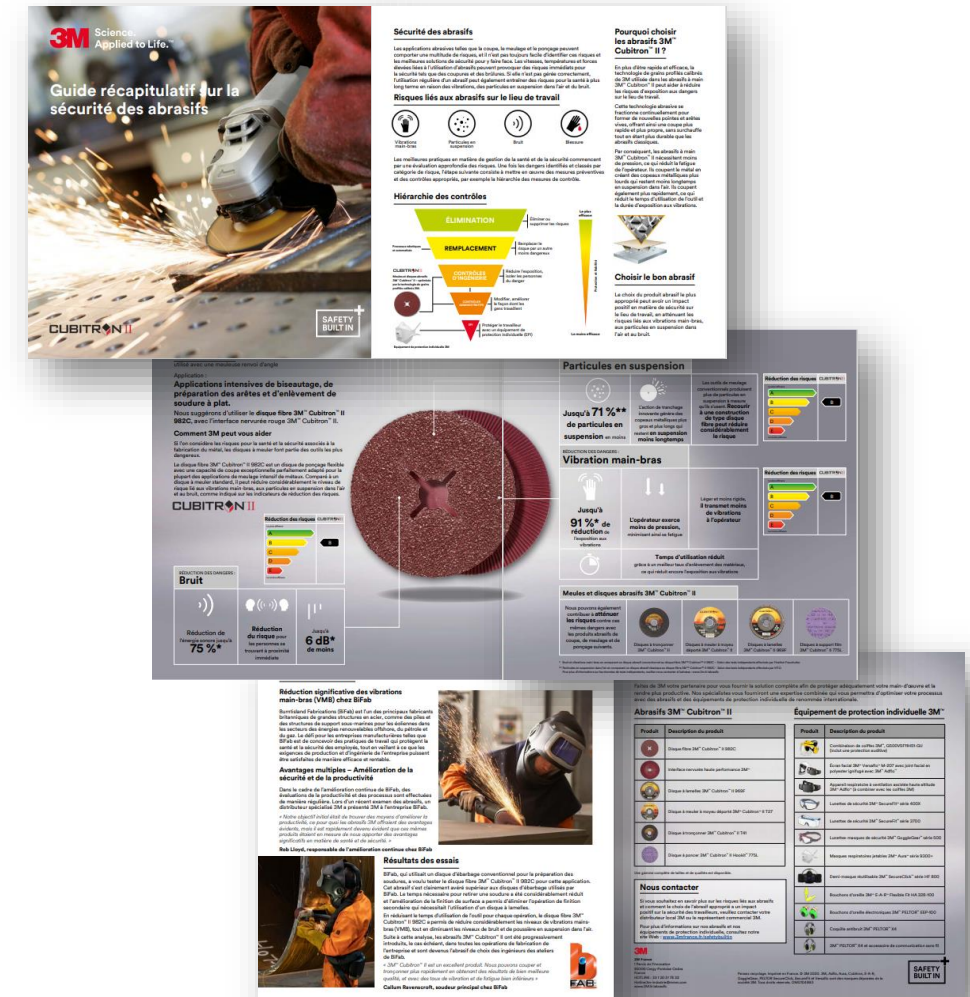


Safety Built In Leaflet

A 6pp document showcasing our #1 HERO product 3M™ Cubitron™ II Fibre Disc 982C alongside an impactful case study and a key PPE selection.

Includes:

- Hierarchy of Controls
- 3M™ Cubitron™ II Fibre Disc 982C Showcase
- Case Study – Burnt Island Fabrications (biFAB)
- PPE Selection Table
- Links & Further Reading



DOWNLOAD BROCHURE IN FRENCH

Safety Built In eBook

This guide provides an overview of risk management in abrasives operations, highlighting some common hazards - hand-arm vibration, noise and airborne particles - and the approaches available to mitigate them. 3M products are not focused on in this document.

Includes:

- Key Industry Concerns
- Risk Management Information



DOWNLOAD eBook IN
FRENCH

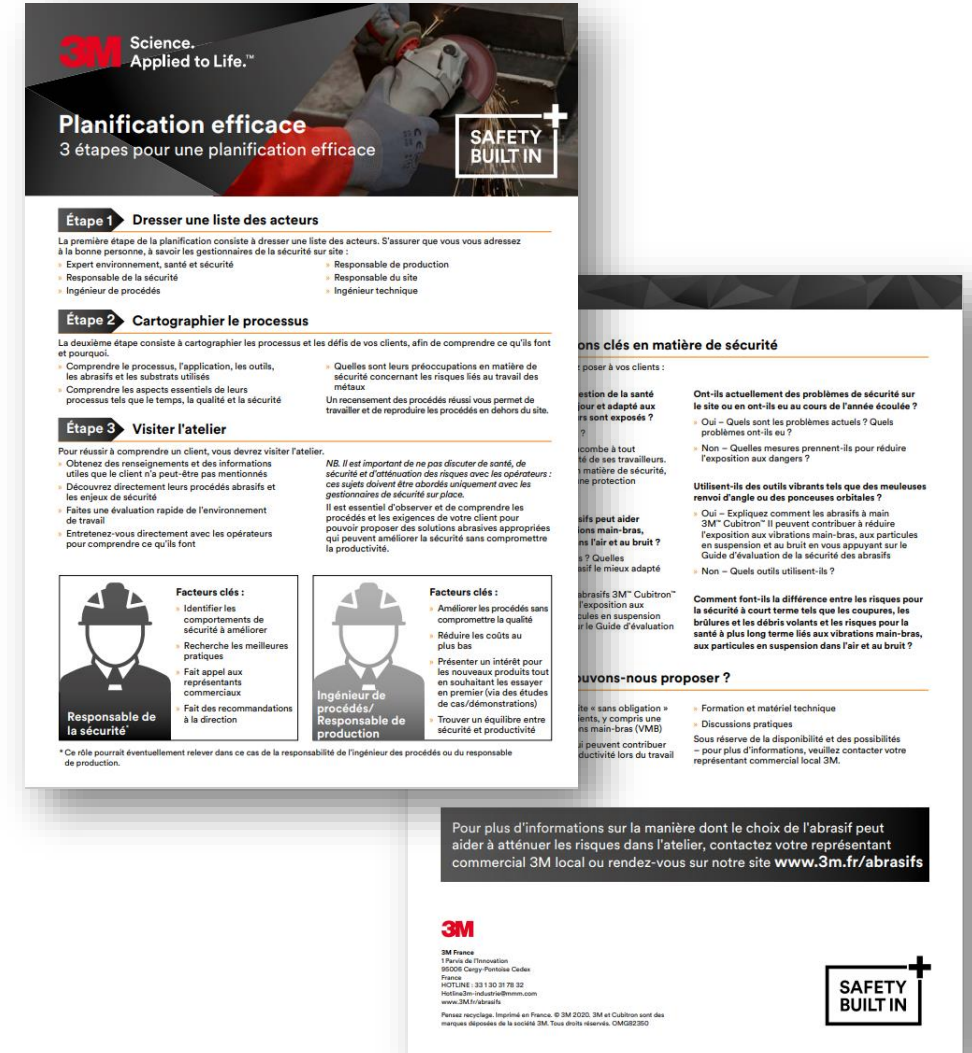


Customer Blueprinting Guide

A simple tool containing key questions and considerations when in front of customers talking about the Safety Built In program from 3M.

Includes:

- Mapping customer people
- Mapping customer processes
- Key drivers for Safety & Production Managers
- Key safety questions
- Additional 3M support available



DOWNLOAD GUIDE IN
FRENCH

Safety Posters

These can be downloaded and printed to give to your customers to place near the operator workbench and support the message of the safe use of abrasives.

Includes:

- Poster #1 - Hazards in the Workplace – Recognising the Signs
- Poster #2 - Abrasives PPE Guide
- Poster #3 - Abrasives Safe Use & Best Practice
- Poster #4 - How to Mount a Fibre Disc



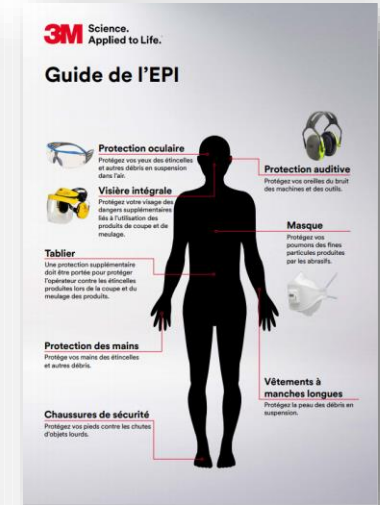
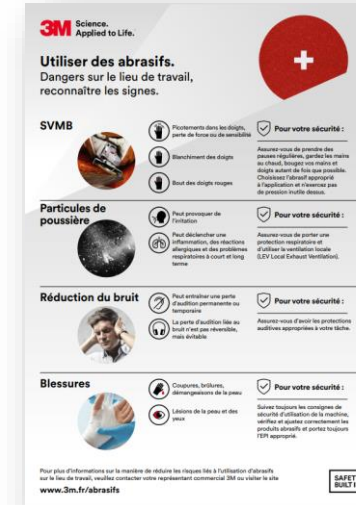
DOWNLOAD POSTERS IN
FRENCH

[#1 DOWNLOAD](#)

[#2 DOWNLOAD](#)

[#3 DOWNLOAD](#)

[#4 DOWNLOAD](#)



Social Media – Link Posts

3M undertook a paid media campaign with our social media partners during 2020. This will continue during 2021. A series of static link posts drove traffic to the 3M Safety Built In website.

Our partners are welcome to reuse these assets for their own social media activities to drive sales of 3M products.



PROVIDED IN EXCEL FORMAT
WITH THIS PRESENTATION

Campaign Videos

A number of videos have been produced to support the Safety Built In campaign:

- **982C Toolbox Talk : 7m 31s**

How to use and get the best out of our #1 HERO product for mitigating grinding related hazards – the 3M™ Cubitron™ II Fibre Disc 982C.



WATCH THE 982C TOOLBOX
TALK VIDEO IN ENGLISH

- **Product Comparison Video : 10m 47s**

Comparing the performance of various abrasive products in relation to hand-arm vibration, noise and airborne particles.



WATCH PRODUCT COMPARISON
VIDEO IN ENGLISH

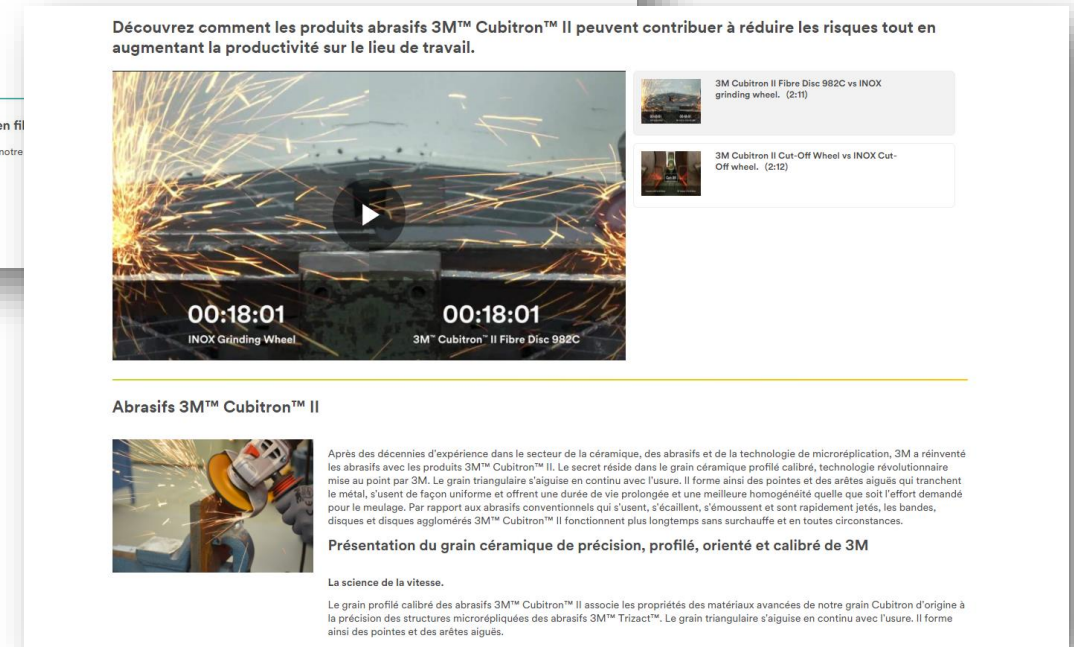
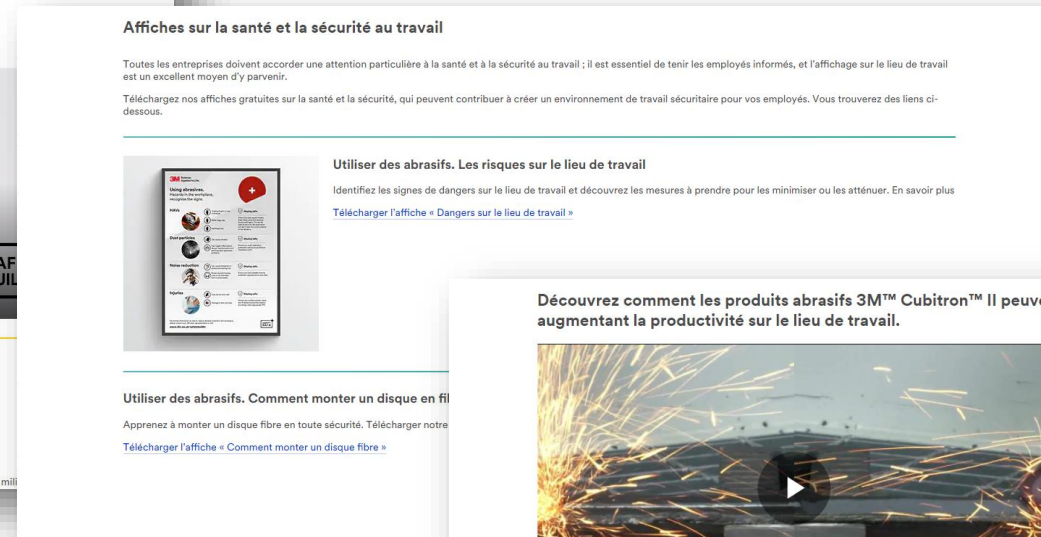
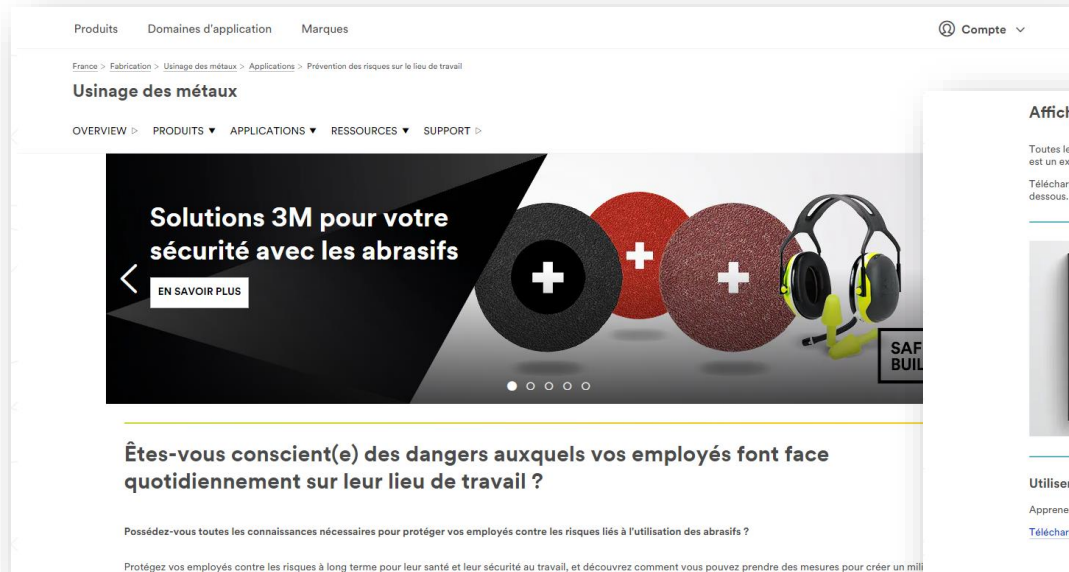
- **982C Showcase Video : 2m 11s**

Combining precision shaped grain abrasive technology insight and a direct visual comparison between a conventional depressed centre grinding wheel and our #1 HERO product for mitigating grinding related hazards – the 3M™ Cubitron™ II Fibre Disc 982C.



WATCH THE 982C TOOLBOX
TALK VIDEO IN ENGLISH

3M.com Webpage



Offering free advice, supporting downloads including case studies and video content



VISIT THE FRENCH SAFETY BUILT
IN WEBSITE

Co-Branding Guidelines

3M distributors are welcome to use any of the assets found in this toolkit. We would kindly ask distributors to refer to the 3M Co-Branding guidelines when amending any assets and including logos etc.

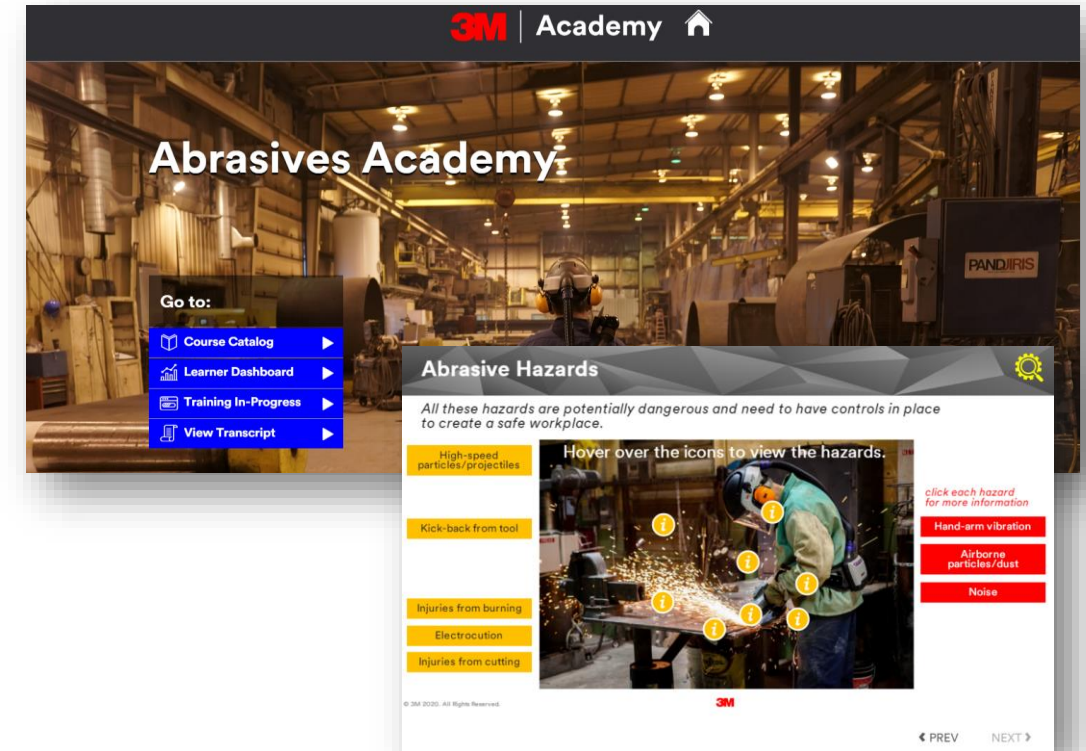


DOWNLOAD THE GUIDELINES

Training Program

In response to the growing trend towards eLearning, we have developed some interactive and engaging training modules that can be found on our NEW 3M Abrasives Academy.

We highly recommend partner sales teams completing these modules, after which they will be very well prepared to take sell safer abrasives from 3M to their customer. A personalised certificate will also be provided.



For help and support please use the email below:
abrasivesacademyhelpdesk_fr@mmm.com



LINK TO 3M ABRASIVES
ACADEMY IN FRENCH