

## **New Series of Protective Eyewear from 3M Takes Comfort and Security to the Next Level** *Dual-injected padded temple touchpoints and adjustable nose-pads among many new features*

ST. PAUL, Minn., November 12, 2013 — Eyewear discomfort is a thing of the past with 3M's newest line of protective eyewear, the [SecureFit 400 Series](#). With proprietary self-adjusting Pressure Diffusion Temple Technology and adjustable nose-pads, the 400 Series takes comfort to the next level.

The series features polycarbonate lenses that absorb 99.9 percent of UVA and UVB rays, dual-injected temples and motion-inspired, contoured piping that adds a touch of style with a bold, modern color. Available in clear, gray, and indoor/outdoor, the 400 Series enhances temple comfort without sacrificing security of fit.

“The 400 Series incorporates a variety of unique features that make it a leader in comfort and protection in the personal protective eyewear industry,” said Deb Walker, product marketing, 3M Personal Safety Division. “Combine those features with the benefits of Pressure Diffusion Temple Technology, and you’ve got a safety solution on which you can count.”

3M researchers developed 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 protective eyewear lines. 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 may ultimately reduce the need to stock multiple frame sizes; and reduced frame slippage during head movement.

### **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 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@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 and safety leadership – recognizing the company’s respiratory and hearing protection solutions introduced in 1972. Visit

[www.3M.com/PPESafety](http://www.3M.com/PPESafety) or <http://m.3m.com/PPESafety>. You can also follow 3M's Personal Safety Division on Twitter at <https://twitter.com/3MSafetyUS>.

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**Images:**

- Download a [3M SecureFit Protective Eyewear, 400 Series](#) high-resolution graphic

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