



Innovate

## **VIDEO: TOOLING UP: Innovations in Safety and Protection with Tom Lavalle, 3M**

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### **Video Highlights**

In this episode of MSC's Tooling Up Mitch Free is joined by Tom Lavalle, 3M's Area Product Marketer, for a discussion on SecureFit Protective Eyewear. Lavalle describes how 3M stuck to its roots by iterating on their core lineup of safety products, raising the bar for one-size-fits-all safety equipment with their new SecureFit™ technology.

Tom describes how the close relationship between 3M engineers and customers facilitated the development of their newest line of safety products. Being a global brand, they were faced with the challenge of pioneering the design and manufacturing of modern ppe that can serve those with a wide range of body shapes and sizes, all while remaining affordable enough to still be competitive in the market.

We learn 3M's key to the successful iteration of core products: listening carefully to their customers. Their SecureFit technology now outfits a variety of 3M products, all designed with the customer in mind.

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