



HE LOVES HIS CHILD'S LAUGHTER

HE LOVES THE SOUND OF HIS CAR'S ENGINE

3M Hear For Life Channel Toolkit 2024



Hear For Life Program

Welcome to the 2024 Tool Kit

- This is year 3 of Hear For Life and whether you are joining for the 1st year or this is your 2nd or 3rd year with the program, we want to thank you for your support and engagement.
- As new assets are created to support the refreshed 2024 version, we have archived some of the previous slides in the extra's section at the end.
- These previous 2022 and 2023 assets can still be found in the artwork collections, should you require them, however, we have moved the information slides to the back of the tool kit to allow for the newer pages.
- Supporting the message around EN 352 and the importance of tested, regulated and certified HPE (Hearing Protection Equipment), this year we have introduced some 'carriers' for the earmuffs that are the subject of the new Part 3 Bulletin.
- HPE and tackling Noise Induced Hearing Loss (NIHL) remains at the core of this program, we want to keep more workers safer and to 'hear for life', and this also requires compatible and certified PPE, which we are introducing into the product and asset mix for 2024.
- For any additional information regarding the overall program and support from 3M or any questions regarding the content of this toolkit; please contact your 3M representative.

3M Hear for Life - Channel Toolkit

“Unboxing”

This toolkit has been specially developed for you!

- It contains all needed program activation data to easily list our go-to 3M hearing solutions, communication products and supporting safety helmets
- We make you aware of our current end user marketing campaign and the way you can use these assets to drive awareness around noise induced hearing loss
- We developed some easy “how to sell and product selector tools” to further support and train your teams to generate demand and business for our products

On the following slides you will find more information about the different elements we have included in this toolkit and the links to the assets, which you are free to utilise.

- For any additional information regarding the overall program, including any further training or customer identification and [support from 3M](#) or any questions regarding the content of this toolkit; please contact your 3M representative.



Hearing Solutions - Customer Support





Hearing Channel Push Program Main Elements

What's in it for channel partners?



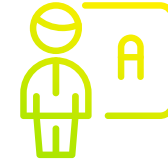
Product Activation

List the products



Marketing Campaign Activation

Drive awareness



Training & Tools

Support in what and how to sell

Channel Toolkit Navigation

To help you navigate through the toolkit you can use this overview page to quickly go to the topic you are interested in.

There is a clear split in;

Product activation - listing data

Campaign activation - including all available Marketing assets to support need education and awareness around noise induced hearing loss

Selling the solutions – Highlights of Training & Selection tools to support your teams



Product Information

- [Go-To-Portfolio; The Core Mix Strategy](#)
- [Product Overview](#) – HPE&Comms
- [Product Overview](#) - Head
- [Salsify Catalogue \(Syndication Tool\)](#)
- [Technical Datasheets](#)
- [Spotlight – Product Addition & New Claims](#)

Campaign Activation

- [Hear for Life Campaign](#)
- [Program Description](#)
- [Activation assets](#)
- [3M webinars](#)
- [Co-branding guidelines](#)

Training – How to Sell

- [Targeting](#)
- [Compatibility for products within this program](#)
- [Selection guide](#) for HPE
- [Earplug Sell sheets](#)
- [Helmets: brochures, selection guides and video](#)
- [Hearing Protection Advisor](#)
- [Noise Calculator](#)
- [E-A-Rfit Validation](#)

Assets Summary

- [All available assets in priority languages](#)

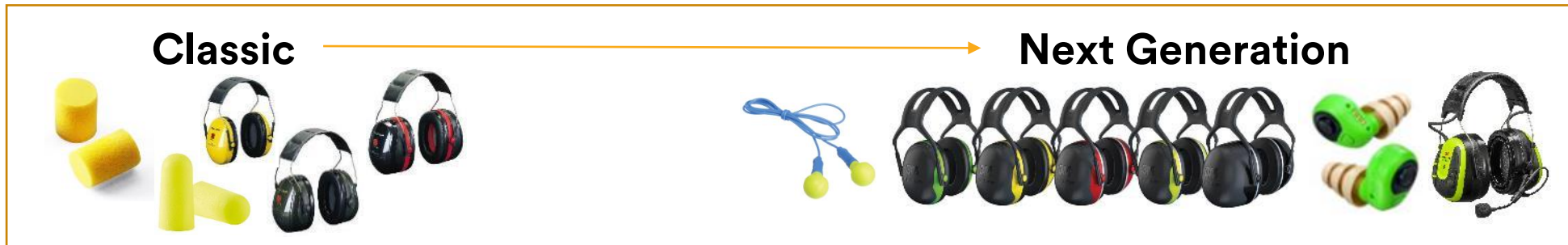
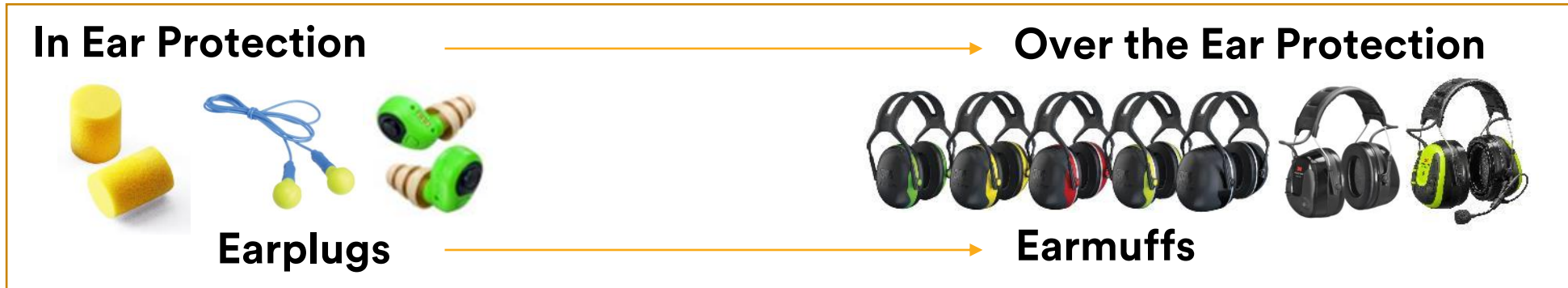
NEW!

NEW!

NEW!

Product Information

HPE Go-To-Portfolio - Core Mix Strategy



HPE Go-To-Portfolio - Product Overview

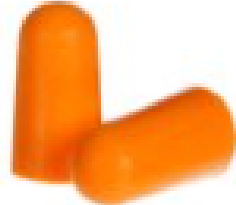
Earplugs



**3M™ E-A-R™
Classic™
31 dB SNR**



**3M™ E-A-Rsoft™
Yellow Neons™
34 dB SNR**



**3M™ 1100
3M™ 1110
35 dB SNR**

Electronic Earplugs



3M™ EEP-100 LDP*

NEW! Headsets



**3M™ PELTOR™
ProTac™ III***



**3M™ PELTOR™
WS™ ALERT™ X***



**3M™ E-A-R™
Express™
28 dB SNR
(1 & 2 hand)**

NEW!



**3M™ E-A-R™ Push-Ins
31/35 dB SNR
(1/2 hand insertion)**



**3M™ E-A-R™
UltraFit™
29 dB SNR**



**3M™ E-A-Rcaps™
24 dB SNR**

Earmuffs



**3M™ PELTOR™
X-Series*
26-37 dB SNR**



**3M™ PELTOR™
Optime™*
26-34 dB SNR**

Tip: To access the product images, go to the Salsify catalogue

NEW!

Safety Helmets - Product Overview

3M™ SecureFit™ X5000 Safety Helmet



3M™ G3000 Series Safety Helmet



3M™ G3501 Series High Heat Safety Helmet



3M™ G3001 Series Safety Helmet

Tip: To access the product images, go to the Salsify catalogue

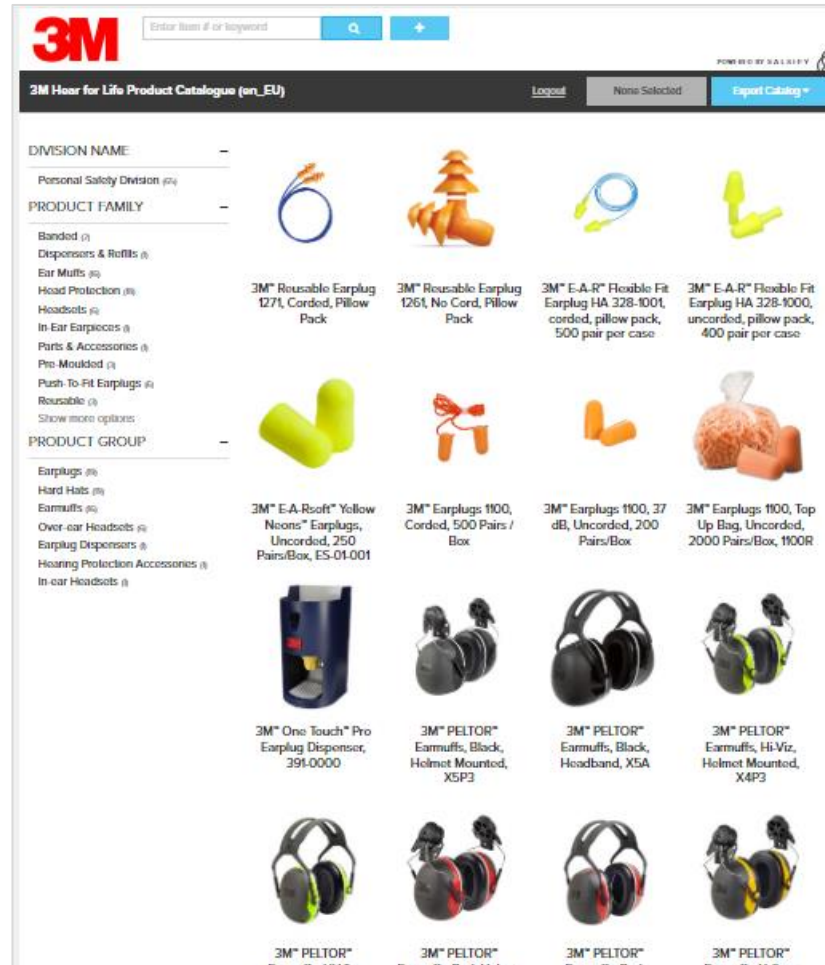
Hear For Life Total Range - Product Data – Salsify Catalogue

Find and easily export all product information, including new additions, from this catalogue.

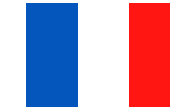
It includes:

- Product descriptions
- Bullet points
- Logistic information
- Images and other media related

View Catalogue [here](#)



English



French



Turkish



Swedish



Polish



Italian



Spanish



Dutch



German

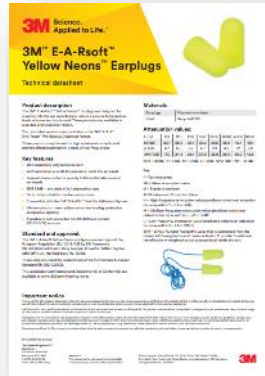
Hearing Protection - Technical Datasheets



➤ 3M™ E-A-R™ Classic™ Earplugs



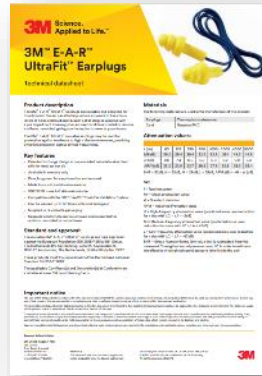
➤ 3M™ E-A-R™ 1100 Earplugs



➤ 3M™ E-A-Rsoft™ Yellow Neons™ Earplugs



➤ 3M™ E-A-R™ Express™ Earplugs



➤ 3M™ E-A-R™ UltraFit™ Earplugs



➤ 3M™ E-A-Rcaps™ Banded Earplugs



➤ 3M™ PELTOR™ X-Series Earmuffs



➤ 3M™ PELTOR™ Optime™ Earmuffs

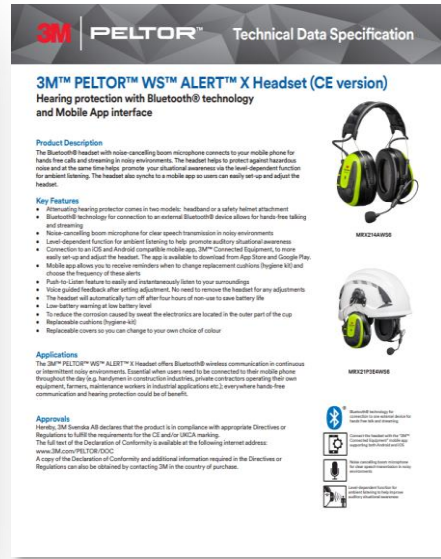
 ACCESS ALL THE DATASHEETS

Note: All HPE TDS are updated to the EN 352:2020 Certification. Ensure that you are using the latest version for all passive products.

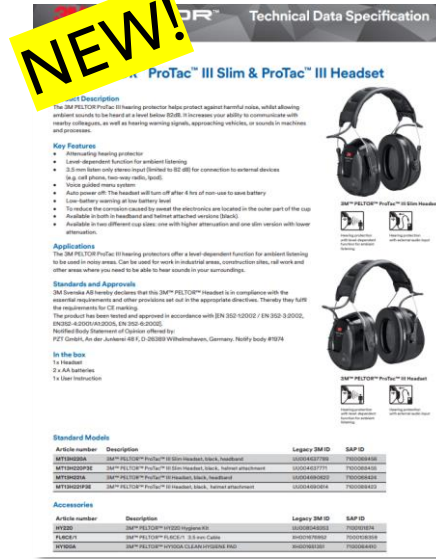
Communication Solutions - Technical Datasheets & Brochures



➤ 3M™ PELTOR™ EEP-100 Earplug




➤ 3M™ PELTOR™ WS™ ALERT™ X Headset

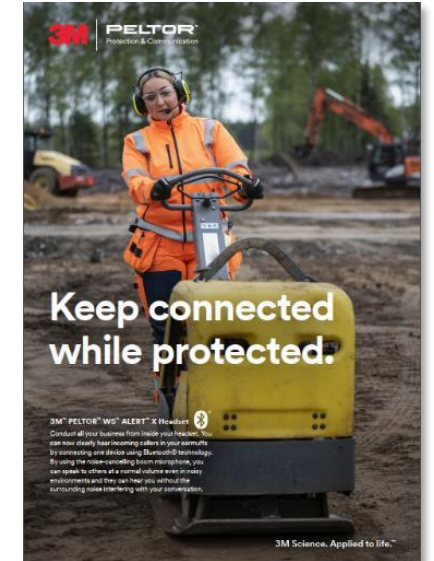


➤ 3M™ PELTOR™ ProTac™ III Headset



➤ 3M™ PELTOR™ EEP-100 Earplug

 [DOWNLOAD BROCHURE](#)



➤ 3M™ PELTOR™ WS™ ALERT™ X Headset

 [DOWNLOAD BROCHURE](#)

Tip: Click each TDS image to download the file



**Hear For Life 2024 a spotlight on:
New Product Claims
Product Additions**

NEW!

Push-to-Fit Earplugs

1 and 2 Hand Insertion Claim Expansion

3M invented the push-to-fit earplug category, starting with the 3M™ E-A-R™ Express™ earplugs, in the 1990's, to help make inserting earplugs easier.

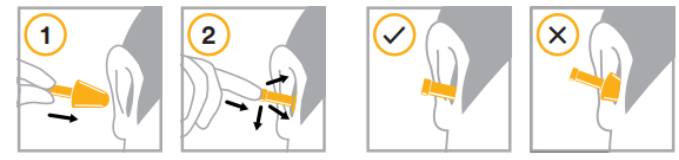
In 2019 3M brought to market the first earplug to make a substantiated **one-hand insertion** claim as well as the standard **two-hand insertion** claim.

Currently, 3M remains as the only hearing manufacturer offer that offers customers a known, tested and certified performance of selected hearing protectors when inserted with 1 hand.

The **3M™ E-A-R™ Express™ Earplugs** and **3M™ E-A-R™ Push-Ins™ Earplugs** have been tested in accordance with the requirements of EN 352-2:2020 using two-hand and one-hand fitting methods.

These products offer differentiated hearing protection with known one hand insertion performance claims, in addition to the standard market 2 hand insertion claim. In addition to other benefits, such as improved hygiene with reduced risk of dirty hands. With earplugs that are easier to insert and comfortable, workers are typically more likely to wear their earplugs to help protect their hearing.

1 hand insertion method



2 hand insertion method



3M™ E-A-R™ Push-Ins
31/35 dB SNR
(1/2 hand insertion)



3M™ E-A-R™ Express
Earplugs
28/28 dB SNR
(1/2 hand insertion)

*Full attenuation data including SNR, HML and octave band values for each of the two methods of fitting is available and included in the actual CE certificate. Check the product to ensure the version certified to EN 352:2020 with expanded claims.

NEW! 3M™ PELTOR™ ProTac™ III

Model Options



3M™ PELTOR™ ProTac™ III Headset (SNR 32/31)



3M™ PELTOR™ ProTac™ III Slim Headset (SNR 26/27)



- To fit most users needs...
- Headset is available in:
 - ✓ Headband
 - ✓ Helmet attachment
 - ✓ Low attenuation (ProTac™ III Slim Headset)
 - ✓ High attenuation (ProTac™ III Headset)

NEW! 3M™ PELTOR™ ProTac™ III

Model Details

Attachments: Available in both headband and helmet attachment. All in black colour.

Dual shell design: To protect the electronics from sweat from inside the cup all electronics are placed on the outside beneath the shell.

Large user-friendly push buttons: to adjust volume and turn the product on/off

Microphones for ambient listening: The digital level dependent function for ambient listening is set with five incremental steps.



Size: The product is available in two different cup sizes to be used in different noise environments.

1. Slim headband: SNR 26/27 dBA
2. Regular version: SNR 32/31 dBA.

Voice guided menu system

2xAA batteries: Lasting for approx. 100 hrs of use. The headset will turn off after 4 hrs of non-use to save batteries. A message will be heard when the battery is low.

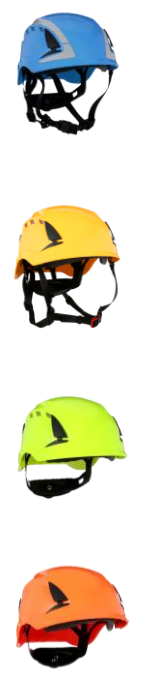
Replaceable cushions and foam liners (hygiene kit)

3.5 mm jack: A listen-only stereo input to connect to a cell-phone, radio, two-way radio or other external devices (limited to 82 dB).

NEW! 3M™ Safety Helmet SecureFit™ X5000 & X5500 Series Model Details




Helmet options



NEW! 3M™ G3501 Series High Heat Safety Helmet

Model Details





**Customer Education
3M Hear for Life
Campaign Activation**

3M Hear for Life

Program Pinnacles – NIHL, EN 352:2020

Did you know, 360 Million worldwide have disabling hearing loss*?

Noise Induced hearing Loss (NIHL) is a major challenge across the world and concerns everyone. It is both irreversible and preventable with an effective hearing conservation program and the right Hearing Protection Equipment (HPE).

3M recognises this serious hazard and impact to life and has created materials to establish **a connection between the NIHL problem and the importance of certified solutions**, to help workers build a hearing conservation program, reduce the noise hazard and help protect hearing.

The European Regulation 2016/425 for personal protective equipment (PPE) classes Hearing protection as category III. This is the highest risk category and includes all PPE designed to protect against dangers that can cause serious or irreversible damage to your health.

CE 2797

Hearing Personal Protective Equipment needs to be CE approved against the PPE Regulation 2016/425 (EU).

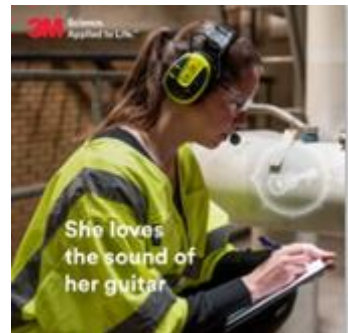
This is typically done by testing the hearing protector against relevant parts of the Harmonised European Standard EN 352.

The transition period for the period revision of the EN 352:2020 will now end July 21st, 2024.

What does this mean to manufacturers? Channel? End Users?

3M's technical leadership is available to support workers understanding of what the change means and how it impacts them.

3M has created content to help educate end users and included it in this tool kit for you to engage with workers, providing information they will value, engaging call to actions and assets in an easy to deploy campaign, to help you build your business.



3M Hear for Life Campaign - Videos

Leverage these videos to drive awareness around noise induced hearing loss.

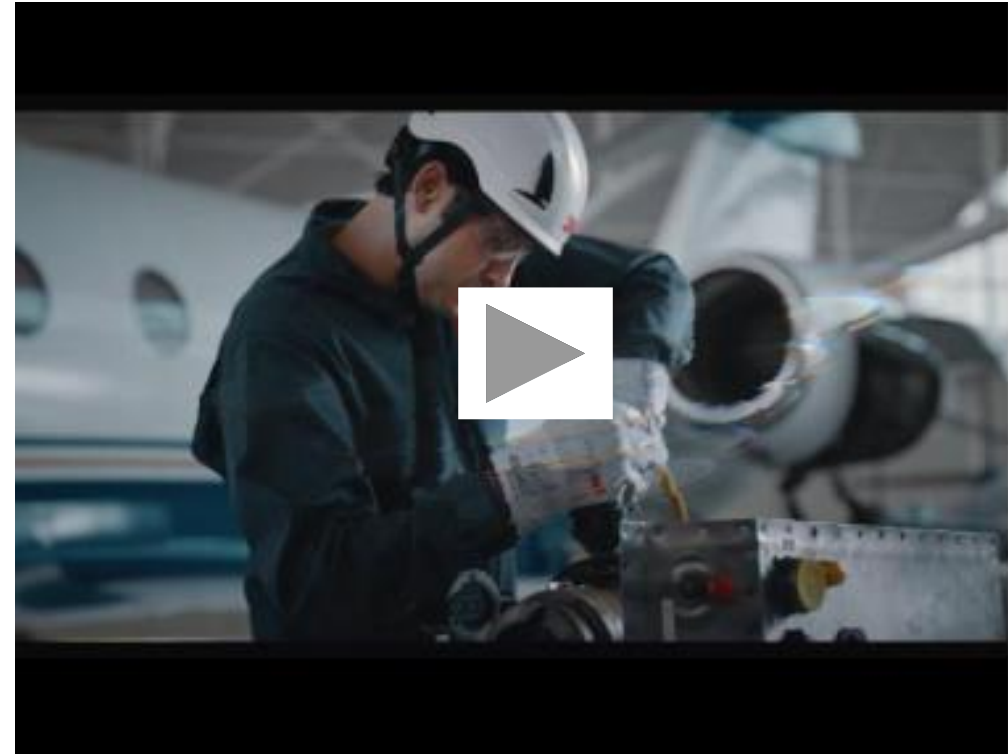
Available in 4 different lengths:

6 sec, 15 sec, 30 sec and 45 sec you can use it for the most relevant platform

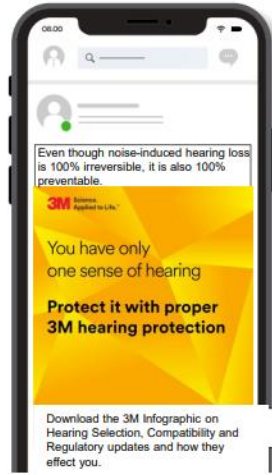


Tip – Use the short 6 second video in social platform posts, such as linked in, to drive awareness and visits to your Hearing Protection web page. Or, use the 15 second video in the customer email templates for engaging content.

 DOWNLOAD



3M Hear for Life Campaign – Social Ads



Social cards for creating social media posts for Facebook and LinkedIn either via your organic social media accounts or via paid activities.

Select up to 6 images and match with the proposed copy.

Also includes proposed post descriptions.



Tip: Create a carousel ad with the cards and add your CTA to the end

Tip: Or create a post with an individual card from the deck linking directly to the product in your webshop

Title: Even though noise-induced hearing loss is 100% irreversible, it is also 100% preventable.



100% preventable, protect your hearing #hearforlife



Certified SNR performance with 1 or 2 hand insertion with the 3M Push-Ins Earplugs



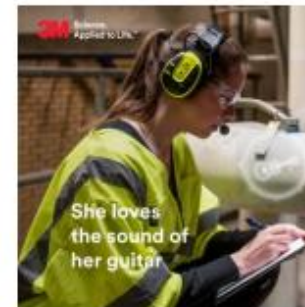
The highest attenuating earmuff in the PELTOR range, 3M PELTOR X5 earmuff reduced noise up to 37 dB



Keep protected whilst connected with 3M PELTOR WS ALERT X Headset



Protect your hearing so you can listen to the sound you love to hear.



So many sounds to love.



Protect your hearing so you can enjoy it.



Download the 3M Infographic on Hearing Selection, Compatibility and Regulatory updates and how they effect you.



[Link](#)

3M Hear for Life Campaign – Display Ads

Leverage these banner ads to drive awareness around the solutions to protect against NIHL or promote the campaign assets.

Available in a range of sizes and supplied as editable files so channel partners can add logos or change the customer ‘call to action’ (CTA) etc.

Available in sizes:
1200x267
1200x628
300x250
630x250
300x600



Tip: Link straight to the web shop page to increase purchase conversion!

Tip: Personalise the banner with your agenda e.g. offer customers the opportunity to test a product for free or invite them to a hearing conservation-based engagement event



3M Hear for Life Campaign – E-mail Template

Leverage this e-mail content to design and send out an e-mail to your customer database to raise awareness around the need and the solutions to meet them.



Tip: The content can also be used to add EN 352 messaging to your Hearing protection landing page or 3M brand shop

Tip: Customise the template with your CTA to ensure the content works best for your known customer base

Email content: End-users (through channel): 3M Hear for Life 2024

- Email Co-branding guidelines:**
 - This content should be used in an email where the official distributor and 3M are the only brands promoted.
 - The final design should always look like a third-party email (your own look, feel and brand identity, not an email from 3M or any of the other affiliates).
 - NOTE that it is very important that you do not frame a 3M website within your email.
 - Do not use graphic images from 3M.com without first obtaining permission from your 3M contact.
- 3M logo**
- Usage:** Use the [3M Official Consumer Safety and Industrial Products logo](#).

Official Distributor
Safety and Industrial Products
- Size:** Make sure the 3M logo doesn't dominate yours. Show your company's logo 2 to 4 times larger than the 3M logo. Usually, your logo should be 2 times the height of the 3M-authorized relationship artwork, as shown in the example here.
- Placement:** We recommend placing your logo in the top left corner of the email, and the 3M logo in the right bottom corner. Both logos should be positioned 300 pixels and in a clear separated space.
 - The 3M logo can be an image map that links to 3M.com, or to content about 3M products within your website.
 - Always display the 3M logo in 3M Red - ChromaClear (hex # E63976).
 - The text identifying your relationship to 3M may be black or reversed to white; avoid red text.
 - Do not use the 3M logo within text; any references made to 3M within text should appear in the same type as the surrounding text.
- Email banner**
 - Leverage the email banner image provided as per your site requirements.
 - Remember, the 3M logo should never appear in your email banner (for logo guidelines see point 2).

Suggested email content to use:

Audience: End-users (through channel)

Email Subject: EN 352-2020 Update – Keep your hearing protected

Email body text:

Dear [customer],

All hearing protectors sold in Europe with the purpose of protecting the wearer against harmful noise must be CE approved. This is typically done by testing the product against the relevant parts of the Harmonized European family of standards, EN 352. Following periodic revision, the revised EN 352 family of standards was published in 2020, and the changes will be fully in force from July 2024. It includes earplugs and earmuffs, including the removable or attachable earmuffs which should be tested and approved with the selected carrier.

Are you aware of and prepared for the change?

View the simple 3M infographic to learn more: [3M EN 352-2020 Update – Keep your hearing protected infographic](#)

3M has many options to help you protect your hearing.

Selected 3M Earplugs

3M™ E-A-R™ Express™ Earplugs
The 3M™ E-A-R™ Express™ Earplugs are a push-to-fit design for insertion into the ear canal to help reduce exposure to hazardous levels of noise. Offering both a one-hand and two-hand insertion performance claim of 28 dB SNR tested in accordance with EN 352-2:2020. Available in a contoured and uncoloured version.
[https://usa.3m.com/webmedia/1115344/3m-e-a-r-express-ear-plug-ex-01-001-00a.jpg](#)

3M™ E-A-R™ Yellow Neos™ Earplugs
Get lightweight, removable earplugs that are easy to identify, with 3M™ E-A-R™ Yellow Neos™ Earplugs. The earplugs are worn by many workers as they satisfy quick spot-in compliance checks while also being super soft and comfortable. They help reduce exposure to hazardous levels of noise up to 34 dB, tested to EN 352-2:2020. Available in a contoured and uncoloured version.
[https://usa.3m.com/webmedia/1042569/3m-e-a-r-yellow-neos-earplugs-uncolored.jpg](#)

Selected 3M Earmuffs and Headsets

3M™ PELTOR™ X1 Earmuffs
The 3M PELTOR™ X1 Series X1 earmuff is the highest attenuating earmuff in the PELTOR range, reducing noise up to 37 dB. 3M PELTOR Earmuffs X1 are obdurable black, making it simple to select the correct level of protection from the X1 series range. Combining 3M's legendary hearing protection knowledge with advanced technology, our earmuffs include a specially formulated foam in the earcup and cushions with an innovative shape and top design. Depending on wearer preference or application need, the helmet attached versions are available as either electrically insulated or with robust metal arms.
[https://usa.3m.com/webmedia/1137264/3m-peltor-over-the-head-earmuff-x1-black.jpg](#)

3M™ PELTOR™ W11 ALERT™ X Headsets
3M™ PELTOR™ W11 ALERT™ X Headset is a Bluetooth® headset with noise-cancelling boom microphone that connects to your mobile phone for hands free calls and operating in noisy environments. The headset has a level-dependent function for ambient sounds and it syncs to a mobile app so users can easily set up and adjust the headset. Comes in two models: headband or a safety helmet attachment.
[https://usa.3m.com/webmedia/207311/3m-peltor-w11-alert-x-headset.jpg](#)

Selected 3M Safety Helmets

3M™ SecureFit™ Safety Helmet X5500 Series
3M™ SecureFit™ Safety Helmet X5500 Series provides secure, comfortable and adjustable head protection for workers in a variety of situations. The helmets feature adjustable positioning and easy-latching, 4-point anchor suspension systems that feature the exclusive 3M™ Pressure Diffusion Technology. X5500 Series safety helmets have 3M™ UV-Block™ Sensors that indicate damaging levels of ultraviolet (UV) light. They meet the EN397 standard for general industrial use and are available in a variety of colors with or without vents.
[https://usa.3m.com/webmedia/1091056/3m-peltor-w11-alert-x1-on-securefit-helmet.jpg](#)

3M™ Safety Helmets G2000 Series
3M™ Series G2000 safety helmets has been designed in close collaboration with industrial and forestry workers. It is intended for use in harsh environments with tough demands for effective protection, excellent portability and a maximum field of vision.
[https://usa.3m.com/webmedia/1217674/3m-peltor-earmuff-s-entire-462e-g2000.jpg](#)

Please reach out to your local representative with questions or to learn more. We are happy to help you.

Best regards,

We recommend including your opt-in invitation here to obtain opt-in permission, following your company and local legal requirements.
IMPORTANT: Please share your email for approval with your 3M local marketing contact before any external usage.
For more guidance, please refer to the [Channel Relationship Guidelines](#).

Technical Bulletins

Regulatory standards can be hard to digest.

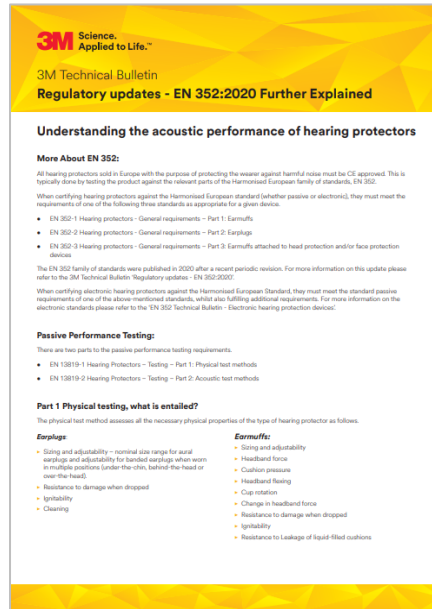
These 3 bulletins tackle valuable end customer information in an easy way.

Let 3M take the complexity out of the regulations and explain;

1. What the EN 352 standard is, what is changing and why? – Regulatory Updates
2. How the testing is done, the subjectivity of testing and what the results may mean – Understanding acoustical performance
3. How Part 3 of the standard has been updated expanding the carriers in scope - The importance of approved compatibility



Bulletin 1: Learn more about the change



Bulletin 2: Learn more about the testing



Bulletin 3: Learn more about carrier approvals



Tip – These bulletins are a great resource for sales teams having discussions with safety managers and other technical experts

Tip – The [infographic](#) is a shorter and simpler way to understand the key messages of these bulletins, with links to them for those who want to learn more

NEW!

Infographic

Infographics are a great way of capturing a complex topic in a simple to understand way, with links for further learning.

This new asset highlights:

- The importance of selecting and wearing the correct hearing protection equipment (HPE)
- EU HPE must be certified, key points around EN 352, the changes, the importance of approvals and [supporting bulletins](#)
- The new message on mountable earmuffs and their carriers (eg. safety helmets)
- The supporting [webinars](#) available for further education



Tip: Upload the infographic to your website and link it from your Hearing section or 3M landing page.



[Link](#)

3M Science. Applied to Life.™ 2024 Edition

Many sounds, one sense of hearing. Protect it! #HearForLife

Have you heard?

40% of employees incorrectly select or use hearing protection.¹

Hearing protection is in the same **high-risk Category 3** as respiratory protection and fall protection, for example.

¹ISS Research Report 08720: Head and neck use and performance of hearing protection

Types of hearing protection

Different types and product styles in hearing protection:

| Passive | Electronic |
|--|---|
| <ul style="list-style-type: none"> Earplugs <ul style="list-style-type: none"> e.g. disposable, reusable, push-in-fit, banded Earmuffs <ul style="list-style-type: none"> e.g. headband, neckband or attachable versions | <ul style="list-style-type: none"> In-ear solution <ul style="list-style-type: none"> e.g. level dependent earplugs Over-ear-headsets <ul style="list-style-type: none"> e.g. two-way comms or wireless communication accessory |

Make the right choice

What to consider when choosing your hearing protection?

Let us help you **select!**

Use our online hearing advisor | Use our selection guide

Learn more on selection factors | Download the selection guide

Harmonised European Standard EN 352

Use only **accredited and certified PPE**

Hearing protectors help reduce exposure to harmful noise and fall within the highest risk Category III within the Personal Protective Equipment (PPE) Regulation 2016/425 EU. It is important to use products that are certified against the PPE Regulation 2016/425 EU to ensure the product will help protect the wearer. This is typically achieved by testing products against the relevant parts of the harmonised European Standard EN 352.

EN 352 is a family of standards, which includes performance requirement standards and test methods for covering many types of hearing protectors including passive and electronic hearing protection devices.

3 things you need to know about the 3-part standard

- 1** EN 352 family of standards have been updated as a part of a periodic revision process. The revised standards have been harmonised following publication in the Official European Journal. [Learn more on the change](#)
- 2** The acoustical properties of hearing protectors are determined and reported in accordance with EN 13819-2, which supports the overarching requirement of the EN 352 family of standards. [Learn more on testing](#)
- 3** EN 352-2020 Part 3 specifies how mountable earmuffs need to be tested, dictating that all separate earmuffs should be tested and approved with the carrier that they are to be used with. [Learn more about approach](#)

Compatibility with safety helmets

3M believes in the **importance of compatibility**, which is why we design products that are used in combination with other forms of PPE such as safety helmets, for example. Our integrated solutions can help customers navigate through the process of finding the correct products that are suitable for the job and wearer.

You should only use a combination of earmuffs with certain (eg. safety helmets) that have been appropriately tested and certified against the PPE Regulation 2016/425 EU.

Selected 3M Helmets

| | | |
|--|--|---|
| <p>3M® Safety Helmet G3000</p> <p>Configurations: EN 35202</p> | <p>3M® SecureFit® Safety Helmet X3000/X3500</p> <p>Configurations: EN 35202/EN3520</p> | <p>3M® Elevated Temperature Head Hat G5501 Series</p> |
|--|--|---|

3M strongly recommends fit testing of hearing protectors to help validate fit as an integral part of testing and validation. It is an excellent way to demonstrate the effects of poor fit, especially when covering multiple items of PPE such as earmuffs, safety helmets, safety glasses/visors etc to protect the wearer against different hazards.

Download our eBook to learn more on fit testing and 3M® E-A-991™ Dual-Ear Validation System.

Webinars

Enhance your HPE programme and EN352 knowledge with educational webinars!

Join the 3M Worker Health & Safety Webinars to gain expert insights and interactive learning to enhance your hearing protection equipment (HPE) programme and learn about EN352 standard changes.

Register now and elevate your HPE program to new heights!

3M United Kingdom PLC
3M Centre
Cobham Road, Borehampton
Borehampton, Wiltshire BA20 2PT
www.3m.co.uk/safety

3M Hear for Life Campaign – Print Advertisements

Leverage these new A4 ads to drive awareness around noise induced hearing loss and promote supporting assets.

Supplied as editable files as well so channel partners can add logos and change CTA.

They can be used in print or digitally.

NEW!




Hear for life.
Protect your hearing, so you can listen to the sounds you love to hear.

No matter what challenges you have with occupational noise, 3M has a full range of ear defenders to help you improve your hearing conservation program.

Are you interested to try out a hearing protection solution? Get in contact with us so we can help find the appropriate solution that fits your needs.



I'd like to try out a 3M Hearing Solution.

© 3M 2021. 3M is a trademark of 3M Company. All rights reserved. 01A2245081




Did you know that 40% of employees incorrectly select or use hearing protection?*

What should you consider when choosing your hearing protection?

Some key factors include the level of attenuation and protection required, also considering if situational awareness and communication are necessary. Compatibility with other PPE is important in terms of comfort and ergonomics, but perhaps more importantly combinations of earmuffs and carriers must be tested and certified against PPE Regulation 2016/425 (EU).

3M believes in the importance of compatibility.



We can help you understand the requirements of EN 352:2020 Part 3 and how it supports your selection of safe and approved combinations of earmuffs and carriers like safety helmets.



Download infographic to learn more

*HSE Research Report R1720 'Real world use and performance of hearing protection'




Hear for life.
The importance of hearing protections performance and selection.

Personal Protective Equipment used to control exposure to harmful noise needs to be CE approved against the PPE Regulation 2016/425 (EU).

Did you know that the EN 352 family of standards have recently undergone a periodic revision?

3M's technical experts can help explain how attenuation testing is performed, the differences in reporting test results and product performance. These are some of the key factors to help make an informed choice on the selection of the right hearing protection for the job.



Download the bulletin to learn more



Tip – Link the adverts through to a request a sample page & use the email templates to follow up on your leads →

What are the available assets?

3M Approved Raw Content

Collection of application images to be used for activating this program.

All images are approved with usage rights when directly linked with 3M product promotion.



Tip - These images can be used for any activation tactic related to 3M Hearing program (emailer, landing page, presentations, social posts etc.)



[Link](#)

Collection Name: **3M Hear for Life Channel Toolkit - action images**

Step 1: Matches: 14 | Displayed: 1-14

Select items Total selected:

SELECT ALL



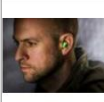






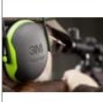






DESELECT ALL

Result Page: 1

Step 2: Choose action: [Download Original File](#)

Download Options:

DOWNLOAD

| | | | | | |
|--|--|---|---|--|--|
|  |  |  |  |  |  |
| <input type="checkbox"/> 3M Hear for Life Application Image | <input type="checkbox"/> 3M PELTOR Act | <input type="checkbox"/> 3M PELTOR InE | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS |
| Release ID 2057332 | Release ID 2057332 | Release ID 2057332 | Release ID 2057332 | Release ID 2057332 | Release ID 2057332 |
|  |  |  |  |  |  |
| <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS |
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| <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS | | | <input type="checkbox"/> 3M PELTOR WS | <input type="checkbox"/> 3M PELTOR WS |
| Release ID 2057332 | Release ID 2057332 | | | Release ID 2057332 | Release ID 2057332 |

Assets Overview

All links for activation elements from the previous slides have been combined into the table below in several languages.

| Hear for Life - Channel tools | EN | DE | NL | FR | ES | IT | PL | SE |
|----------------------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Toolkit Presentation | Link | Link | Coming soon | Link | Link | Coming soon | Link | Coming soon |
| ACTIVATION | - | - | - | - | - | - | - | - |
| Infographic | 2385601 | 2387858 | 2387857 | 2388612 | 2388272 | 2388273 | 2390788 | Coming soon |
| Advert | 2387859 | 2388637 | 2388665 | 2390312 | 2390313 | 2390314 | Coming soon | Coming soon |
| Bulletin 3 | 2387856 | Coming soon | Coming soon | Coming soon | Coming soon | Coming soon | Coming soon | Coming soon |
| Emailer | 2390308 | 2390309 | 2390750 | 2390310 | 2390311 | 2390307 | Coming soon | Coming soon |
| Social ads (copy + instructions) | 2390315 | 2390765 | 2390751 | 2390790 | Coming soon | Coming soon | Coming soon | Coming soon |
| Banner collection | Link | Link | Link | Link | Link | Link | Coming soon | Link |
| Link to Salsify catalogue | Link | Link | Link | Link | Link | Link | Link | Link |
| Application images | Link for all languages | | | | | | | |
| EN 352 bulletin part 1 | 2153996 | 2158660 | 2158661 | 2158665 | 2158666 | 2158664 | 2158662 | 2158663 |
| EN 352 bulletin part 2 | 2245985 | 2273806 | 2258961 | 2258956 | 2278930 | 2258957 | 2258960 | 2258959 |
| HFL Videos | Link | 2148801 | Link | 2049089 | Link | Link | 2082569 | Link |
| Advert: Ask for try out | 2118625 | 2139504 | 2139507 | 2139519 | 2139505 | 2124702 | 2139508 | 2123392 |
| Advert: EN 352 + bulletin 2 | 2309986 | 2347584 | 2309990 | 2309987 | 2309991 | 2309988 | Coming soon | 2309993 |
| 3M webinar on EN 352 update | Link | Link | Link | | | | | - |
| EN352 assets | Link | Link | Link | Link | Link | Link | Link | Link |

EN 352 – 3M Further Education



3M Webinar - Revision of EN 352 family of standards

Audience – End customers

Part of the 2023 messaging/program

Recorded and On-demand

- Overview of how hearing protection standards are developed and revised
- Summary of the new revised standard
- Awareness ahead of 2024 adoption period
- Explanation of differences in reporting test results

Webinar: Regulatory updates - EN 352:2020 Hearing Standard

[▶ Watch it now](#)

Did you know that EN 352 has recently undergone its periodic revision process? Join us in sharing this important information and what it means to you.



Tip – Attend to learn about the standard and help deliver the program and assets

3M Webinar - EN 352:2020 Adoption & Compatibility*

Audience – End customers

Part of the 2024 messaging/program

Live dates & links coming soon

- 2024 EN 352:2020 Adoption period is impending, what does this mean?
- Educational content explaining how hearing protectors are tested and what the results mean.
- Helping customers understand if claims have changed under the new standard and the impact to them.
- Understanding the 3 parts of the standard, with a focus on compatibility

*Exact title subject to review

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 – How to Sell

Where?

Who?

What products?



Virtual sales calls: Targeting is key

Even if we're not always able to meet customers face to face, there is efficient ways to engage Customers remotely about hearing solutions

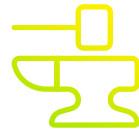
How can I target?

Prioritized activities where high potential success rate :



General industry

- Food & Beverage
- Pulp & Paper
- Printing
- Furniture
- Wood products
- Others...



Metal fabrication

(Primary & fabricated metals)



Transportation

- Automobile
- Marine
- Rail



Construction

- General building
- Roads & Highways



Existing and potential customers



Virtual sales calls: Targeting is key

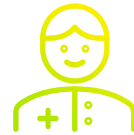
Even if we're not always able to meet customers face to face, there is efficient ways to engage Customers remotely about hearing solutions



Who should I talk to?



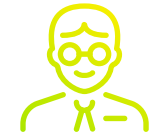
Production manager



Health and safety Officer



Occupational nurse



Purchase officer

Customer Question Examples

- ? Do you have a hearing conservation program?
- ? How many people are in the hearing conservation program?
- ? What are you using today for hearing protection?
- ? **Why do you use what you do?**
- ? **When is the last time you reviewed your hearing protection selection?**
- ? **Is it working for you?**
- ? Are you experiencing any compliance challenges?
- ? Do you have any common complaints around the hearing protection or wearing it?
- ? Are you confident in how your employees are fitting their hearing protection?
- ? Did you know you can fit test your hearing protection?
- ? What is the process you use to select a product or manufacturer?
- ? Did you know your attachable hearing protection must be certified with the carrier?

Compatibility

- All of the 3M Earmuff and Helmets within HFL are approved with each other
- You can be confident that no matter the combination, we have tested the earmuffs on the carrier and have the required approvals and appropriate markings to be able to offer the solutions together
- The earmuffs/headsets are the Category 3 PPE, therefore, the technical approvals reside with this product
- You can find the approvals for the earmuff and the carrier on the product user instructions and other regulated documents like the CE Certificate
- Marketing materials such as TDS can and often do include these approvals (see example from 3M TDS pictured here), however, it is recommended that for the most up to date approvals you refer to the official regulated sources

| Model Name | 3M™ SecureFit™ X5000 Safety Helmet | 3M™ G3000 Series Safety Helmet | 3M™ G3001 Series Safety Helmet | 3M™ G3501 Series High Heat Safety Helmet |
|---|------------------------------------|--------------------------------|--------------------------------|--|
| 3M™ PELTOR™ Optime™ I Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ Optime™ II Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ Optime™ III Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ X1 Series P3E Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ X2 Series P3E Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ X3 Series P3E Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ X4 Series P3E Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ X5 Series P3E Earmuffs | Y | Y | Y | Y |
| 3M™ PELTOR™ WS™ ALERT™ X Headset (Gel) | Y | Y | Y | Y |
| 3M™ PELTOR™ WS™ ALERT™ X Headset (Foam) | Y | Y | Y | Y |
| 3M™ PELTOR™ ProTac™ III Headset | Y | Y | Y | Y |

Approved carrier combinations

| Brand | Model number | Adapter code | Head Size | | | | |
|-------|---------------------------------|--------------|-----------|---------|---------|---------|---------|
| | | | X1P3 | X2P3 | X3P3 | X4P3 | X5P3 |
| 3M | G3000 (Basic combination) | E | S, M, L | S, M, L | S, M, L | S, M, L | M, L |
| 3M | G3501 | E | S, M, L | S, M, L | M, L | S, M, L | L |
| 3M | G500 Headgear | E | S, M, L | S, M, L | S, M, L | S, M, L | S, M, L |
| 3M | G22 | E | S, M, L | S, M, L | M, L | S, M, L | L |
| 3M | H700 | E | S, M, L | L | L | S, M, L | L |
| 3M | SecureFit™ X5500 | E | S, M, L | S, M, L | S, M, L | S, M, L | M, L |
| 3M | SecureFit™ X5000 | E | S, M, L | S, M, L | S, M, L | S, M, L | M, L |
| 3M | Speedglas™ 9100MP (M-300) | AF | M, L | M, L | M, L | M, L | L |
| 3M | Speedglas™ 9100 MP-Lite (M-200) | AF | L | L | L | L | L |



Selection Tools – PDF Interactive Selection guide

Specific to this program, to aid end users in choosing between passive hearing protection or a solution with situational awareness, we've created a really easy to use interactive selection guide.

Click through the questions to guide between communication or passive solutions.

Then use the passive decision tree to help guide through some of the solutions available.



Tip – If you need attenuation performance based selection criteria then visit the online [product selector](#) to support your noise based product selections

3M Science. Applied to Life.

What kind of hearing protection fits your needs? #HearForLife

There are so many sounds to love, but we have only one sense of hearing. That's why we need to protect it.

Selection guide

View our situational awareness solutions.

Do you need to be able to hear sounds in your environment? Yes No

Passive hearing protection would be your answer.

3M United Kingdom PLC
3M Centre
Cain Road, Bracknell
Berkshire RG12 8HT
t: 0870 80 8000
www.3M.co.uk/Safety



3M™ Earplugs - Sell Sheets

Passive Hearing Core Line Sell Sheets

3M™ E-A-R™ Classic™ Earplugs

Key benefits:

- Comfortable:**
 - Industry first foam with ultra-soft, non-irritating polyurethane foam and polyurethane foam.
 - Available in 10 sizes for a wide range of ear sizes.
 - Available in 10 sizes for a wide range of ear sizes.
- Convenient:**
 - Available in both standard and universal versions.
 - Compatible with 3M™ "One Touch"™ Pre-Dispenser.
- Protective:**
 - May reduce impact and possible injury risk.
 - Reduces noise levels and possible injury risk.
 - Reduces noise levels and possible injury risk.

Materials:

The following materials are used in the manufacture of this product:

Ordering information:

| Part Number | Quantity | Weight | Volume |
|---------------|----------|--------|--------|
| 8748-8948 (A) | 100 | 0.01 | 0.01 |
| 9448-1048 (A) | 100 | 0.01 | 0.01 |

3M™ 1100 Earplugs

Key benefits:

- Comfortable:**
 - Soft, non-irritating foam.
 - Available in 10 sizes for a wide range of ear sizes.
- Convenient:**
 - Available in both standard and universal versions.
 - Compatible with 3M™ "One Touch"™ Pre-Dispenser.
- Protective:**
 - Reduces noise levels and possible injury risk.
 - Reduces noise levels and possible injury risk.

Materials:

The following materials are used in the manufacture of this product:

Ordering information:

| Part Number | Quantity | Weight | Volume |
|---------------|----------|--------|--------|
| 8548-1048 (A) | 100 | 0.01 | 0.01 |

3M™ E-A-Rsoft™ Yellow Neons™ Earplugs

Key benefits:

- Comfortable:**
 - Soft, non-irritating foam.
 - Available in 10 sizes for a wide range of ear sizes.
- Convenient:**
 - Available in both standard and universal versions.
 - Compatible with 3M™ "One Touch"™ Pre-Dispenser.
- Protective:**
 - Reduces noise levels and possible injury risk.
 - Reduces noise levels and possible injury risk.

Materials:

The following materials are used in the manufacture of this product:

Ordering information:

| Part Number | Quantity | Weight | Volume |
|---------------|----------|--------|--------|
| 8548-1048 (A) | 100 | 0.01 | 0.01 |

3M™ E-A-Rcaps™ Banded Earplugs

Key benefits:

- Protective:**
 - Reduces noise levels and possible injury risk.
 - Reduces noise levels and possible injury risk.
- Convenient:**
 - Available in both standard and universal versions.
 - Compatible with 3M™ "One Touch"™ Pre-Dispenser.
- Comfortable:**
 - Soft, non-irritating foam.
 - Available in 10 sizes for a wide range of ear sizes.

Materials:

The following materials are used in the manufacture of this product:

Ordering information:

| Part Number | Quantity | Weight | Volume |
|---------------|----------|--------|--------|
| 8548-1048 (A) | 100 | 0.01 | 0.01 |

3M™ E-A-R™ UltraFit™ Earplugs

Key benefits:

- Comfortable:**
 - Soft, non-irritating foam.
 - Available in 10 sizes for a wide range of ear sizes.
- Convenient:**
 - Available in both standard and universal versions.
 - Compatible with 3M™ "One Touch"™ Pre-Dispenser.
- Protective:**
 - Reduces noise levels and possible injury risk.
 - Reduces noise levels and possible injury risk.

Materials:

The following materials are used in the manufacture of this product:

Ordering information:

| Part Number | Quantity | Weight | Volume |
|---------------|----------|--------|--------|
| 8548-1048 (A) | 100 | 0.01 | 0.01 |

3M™ E-A-R™ Express™ Earplugs

Key benefits:

- Convenient:**
 - Available in both standard and universal versions.
 - Compatible with 3M™ "One Touch"™ Pre-Dispenser.
- Protective:**
 - Reduces noise levels and possible injury risk.
 - Reduces noise levels and possible injury risk.
- Comfortable:**
 - Soft, non-irritating foam.
 - Available in 10 sizes for a wide range of ear sizes.

Materials:

The following materials are used in the manufacture of this product:

Ordering information:

| Part Number | Quantity | Weight | Volume |
|---------------|----------|--------|--------|
| 8748-8948 (A) | 100 | 0.01 | 0.01 |

➤ 3M™ E-A-R™ Classic Earplugs

➤ 3M™ E-A-R™ 1100 Earplugs

➤ 3M™ E-A-R™ Yellow Neon Earplugs

➤ 3M™ E-A-Rcaps™ Banded Earplugs

➤ 3M™ E-A-R™ UltraFit Earplugs

➤ 3M™ E-A-R™ Express Earplugs

 [ACCESS ALL THE SELL SHEETS](#)

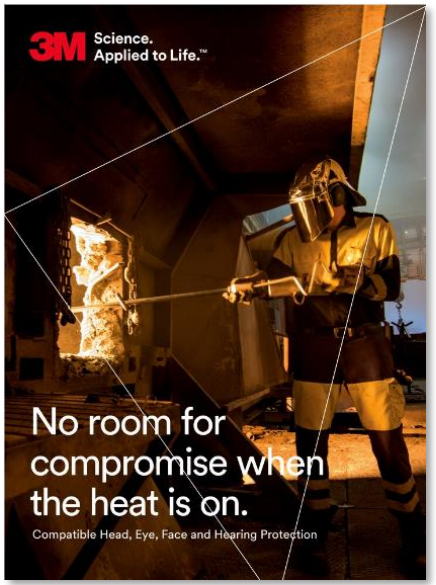
Note: All earplug sales sheets are updated to the EN 352:2020 Certification. Ensure that you are using the latest version for all passive products. Available in English only, please refer to TDS for translated product info.

NEW!

Head Protection - Brochures, Selection Guides & Videos



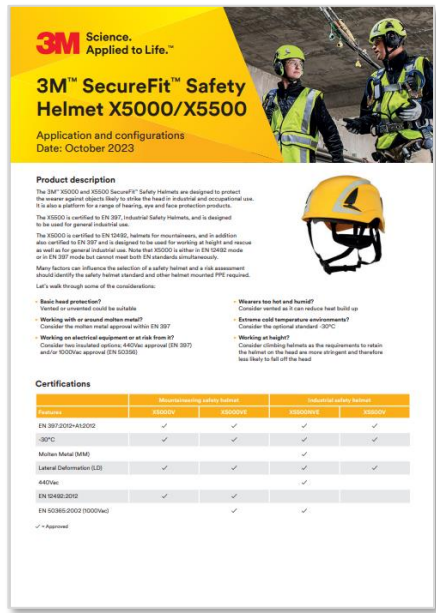
➤ 3M™ SecureFit™ X5000 Safety Helmet Brochure



➤ 3M™ G3501 Series High Heat Safety Helmet Brochure



➤ 3M™ G3000/G3001 Series Safety Helmet Selection Guide



➤ 3M™ SecureFit™ X5000 Safety Helmet Selection Guide



➤ 3M™ SecureFit™ X5000 Safety Helmet Video

 **ACCESS ALL THE BROCHURES & VIDEOS (ALL LANGUAGES)**

Selection Tools - Hearing Protection Advisor

To aid end users in selecting the appropriate Hearing Protection product, an advisor has been developed based on hazards and product type. Simply answer a few questions related to your hazard and suggested products will be displayed.*

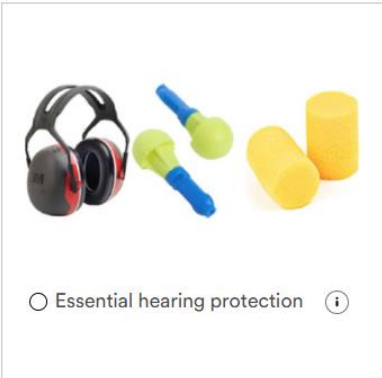
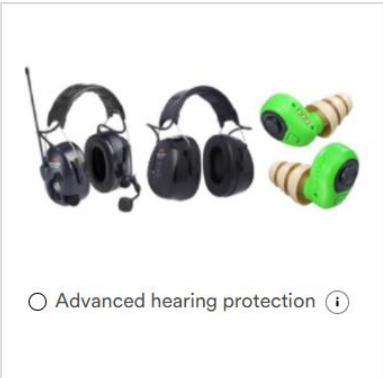

*Note: This is a 3M based web tool. It includes more options than just the participating products in this program & language scope may vary.

3M Hearing Advisor RESTART ↻

Let us help you find the right hearing protection for your needs

Which type of hearing protection do you require?

Please choose one

| | | |
|--|---|---|
|  <p><input type="radio"/> Essential hearing protection ⓘ</p> |  <p><input type="radio"/> Advanced hearing protection ⓘ</p> |  <p><input type="radio"/> Not sure what you need? ⓘ</p> |
|--|---|---|



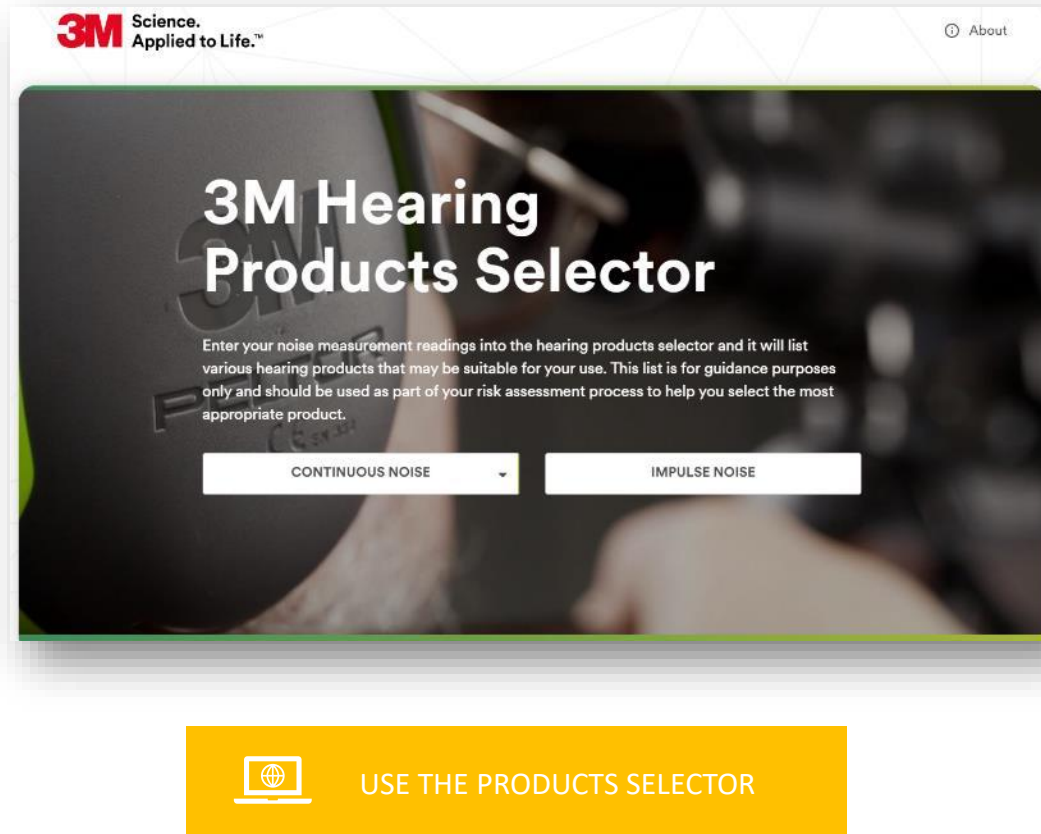
USE THE HEARING ADVISOR

Selection Tools – Hearing Products Selector

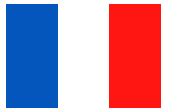
Another way to end users in selecting the correct Hearing Protection product, is based on noise level exposure.

Use the tool and suggested products will be displayed.*

*Note: This is a 3M based web tool. It includes more options than just the participating products in this program & language scope may vary



English



French



Swedish



Polish



Italian



Spanish



Dutch



German

3M E-A-Rfit Dual-Ear Validation System

Make it easy to measure hearing protection needs

- Training on correct use is a critical factor in the effective use of hearing protection
- 3M can help support wearers hearing conservation program through the selection of products, but also through training on correct usage and wear
- This can be further validated through the 3M™ E-A-Rfit™ Dual-Ear Validation System
- Recognized as a best practice for hearing conservation programs it can test both 3M earmuffs and earplugs
- **3M representatives are willing and ready to support all customers with their EARfit consideration and adoption**



- 3M™ E-A-Rfit™ Dual-Ear Validation System uses a proven technique known as Field Microphone in Real Ear or F-MIRE to measure how well the hearing protector is working for each employee.
- The noise reduction provided by the hearing protector is measured directly and objectively, without the need for the employee to listen or respond to the test signals.
- It takes just seconds to measure the noise reduction at seven different frequencies for BOTH ears at the same time.



LEARN MORE

Thank You

Archived & Extra Slides

1. SKU list
2. 3M G3000/G3001 Model Info
- 3-4. 2023 Campaign Content

| Market Place Formal Name | Descriptor | SKU / SAP ID | LEGACY |
|----------------------------------|--|--------------|-------------|
| 3M™ PELTOR™ Optime™ I Earmuffs | 7000039616 H510A-401-GU H PROT OTME I HDBD CE 20/CS | 7000039616 | XH001650411 |
| 3M™ PELTOR™ Optime™ I Earmuffs | 7000039617 H510P3E-405-GU Optime 1 HLMT MNTD 20/CS | 7000039617 | XH001650460 |
| 3M™ PELTOR™ Optime™ II Earmuffs | 7000039619 H520A-407-GQ Headband Optime 2 20/case | 7000039619 | XH001650627 |
| 3M™ PELTOR™ Optime™ II Earmuffs | 7000039621 H520P3E-410-GQ OPT 2 HLT MNT 20/CS | 7000039621 | XH001650700 |
| 3M™ PELTOR™ Optime™ III Earmuffs | 7000039624 H540P3E-413-SV Optime 3 Helmet MNT 20/CS | 7000039624 | XH001650858 |
| 3M™ PELTOR™ Optime™ III Earmuffs | 7000039622 H540A-411-SV Headbbnd Optime 3 20/case | 7000039622 | XH001650833 |
| 3M™ PELTOR™ X1 Earmuffs | 7000103987 X1A EU EARMUFF HEADBAND 3M PELTOR | 7000103987 | XA007706873 |
| 3M™ PELTOR™ X1 Earmuffs | 7000103988 X1P3E EU EARMUFF HLMT MNTD ATTACH PELTOR | 7000103988 | XA007706881 |
| 3M™ PELTOR™ X2 Earmuffs | 7000103989 X2A EU EARMUFF HEADBAND 3M PELTOR | 7000103989 | XA007706899 |
| 3M™ PELTOR™ X2 Earmuffs | 7000103990 X2P3E EU EARMUFF HLMT MNTD ATTACH PELTOR | 7000103990 | XA007706907 |
| 3M™ PELTOR™ X3 Earmuffs | 7000103991 X3A EU EARMUFF HEADBAND 3M PELTOR | 7000103991 | XA007706915 |
| 3M™ PELTOR™ X3 Earmuffs | 7000103992 X3P3E EU EARMUFF HLMT MNTD ATTACH PELTOR | 7000103992 | XA007706923 |
| 3M™ PELTOR™ X4 Earmuffs | 7000103994 X4P3 EU EARMUFF HELMET MOUNTED ATTACHMENT 3M PELTOR | 7000103994 | XA007706949 |
| 3M™ PELTOR™ X4 Earmuffs | 7000103993 X4A EU EARMUFF HEADBAND 3M PELTOR | 7000103993 | XA007706931 |
| 3M™ PELTOR™ X5 Earmuffs | 7000103995 X5A EU EARMUFF HEADBAND 3M PELTOR | 7000103995 | XA007706956 |
| 3M™ PELTOR™ X5 Earmuffs | 7000103996 X5P3 EU EARMUFF HELMET MOUNTED 3M PELTOR | 7000103996 | XA007706964 |
| One Touch pro dispenser | 7100064963 391-0000 One Touch Pro Earplug Disp 1/CS | 7100064963 | 70071674207 |
| 3M™ E-A-R™ Classic™ | 7000038198 PP-01-002 CLASSIC 1000 PR/CS PLWPACK CEN | 7000038198 | XA007701882 |
| 3M™ E-A-R™ Classic™ | 7000052844 311-1102-CC01000 CC01000 CBRD P 2000PR/C | 7000052844 | 70071544038 |
| 3M™ E-A-R™ Classic™ | 7000038203 PD-01-001 EAR CLASSIC REFILL 500 PR/CASE | 7000038203 | XA007702062 |
| 3M™ 1100 | 7100100263 1100 DISPENSER REFILL EARPLUG, 2000PR | 7100100263 | HC000664843 |
| 3M™ 1100 | 7100100637 1100 FOAM UNCORD EARPLUG-EURO, 200PR/CAR | 7100100637 | HC000664629 |
| 3M™ 1110 | 7100100638 / HC000664652 -1110 FOAM CORDED EARPLUG-EURO, 500PR | 7100100638 | HC000664652 |
| 3M™ E-A-Rsoft™ Yellow Neons™ | 7000052845 311-4266 YELLOW NEON 2000 PR/CS, corded earsoft | 7000052845 | 70071544046 |
| 3M™ E-A-Rsoft™ Yellow Neons™ | 7000038202 PD-01-002 ES YLW NEON REFILL 500PR/C | 7000038202 | XA007702054 |
| 3M™ E-A-Rsoft™ Yellow Neons™ | 7100111802 ES-01-001 EARsoft Yellow Neon 1000 pr/cs | 7100111802 | 70071676913 |
| 3M™ E-A-Rcaps™ | 7000103729 EC-01-000 EARCAP CEN 50 EA/CS | 7000103729 | XA007701965 |
| 3M™ E-A-Rcaps™ | 7000103730 ES-01-300 EARCAP SPRE PODS CEN2000 PR/CS | 7000103730 | XA007701973 |
| 3M™ E-A-R™ Express™ | 7000103732 EX-01-001 EXPRESS CORDED CEN 400 PR/CASE | 7000103732 | XA007702021 |
| 3M™ E-A-R™ Express™ | 7000103733 EX-01-002 EXPRESS - UNCRDD CEN 400 PR/CS | 7000103733 | XA007702039 |
| 3M™ E-A-R™ Push-Ins Earplugs | EX-01-021 PUSH-IN UNCORDED CE 400 PR/CS | 7000052714 | |
| 3M™ E-A-R™ Push-Ins Earplugs | EX-01-020 PUSH-IN CORDED CE400 PR/CASE | 7000052713 | |
| 3M™ E-A-R™ UltraFit™ | 7000038199 UF-01-000 ULTRAFIT CEN 500PR/CS | 7000038199 | XA007701908 |

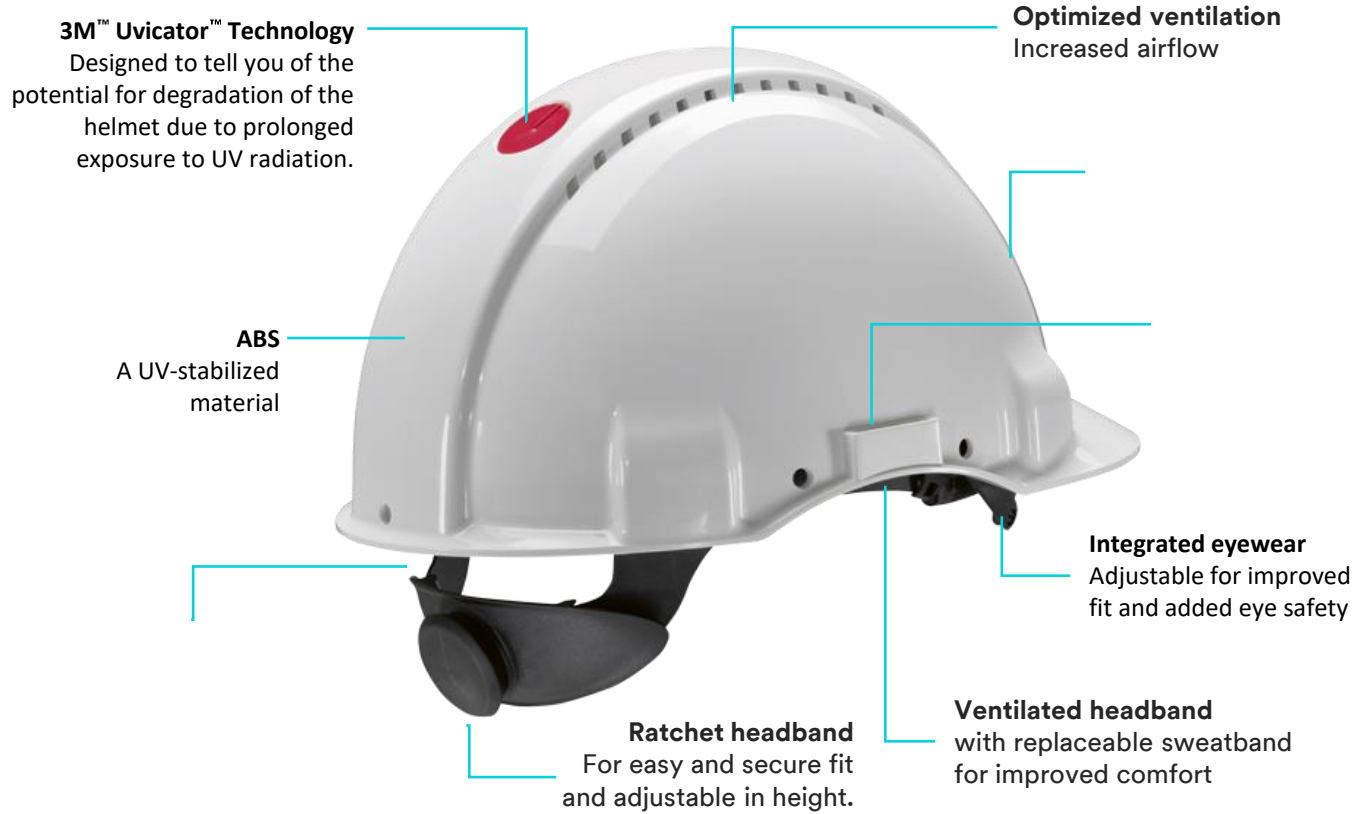
| Market Place Formal Name | Descriptor | SKU / SAP ID | LEGACY |
|--|--|--------------|-------------|
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5014V-CE SF HELMET HVGRN VENT 4/CS | 7100175100 | UU009535459 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5007V-CE SF HELMET ORNG VENT 4/CS | 7100175098 | UU009535434 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5005V-CE SF HELMET RED VENT 4/CS | 7100175097 | UU009535426 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5003V-CE SF HELMET BLU VENT 4/CS | 7100175095 | UU009535103 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5001V-CE SF HELMET WHT VENT 4/CS | 7100175093 | UU009535087 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5001VE-CE SF HELMET WHT 1000V VENT 4/CS | 7100175101 | UU009535467 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5007VE-CE SF HELMT ORNG 1000V VENT 4/CS | 7100175535 | UU009535517 |
| 3M™ SecureFit™ Safety Helmet, X5000 Series | X5014VE-CE SF HLMT HVGRN 1000V VENT 4/CS | 7100175537 | UU009535533 |
| 3M™ Helmet G3501 Series | G3501M-GU, YELLOW, RATCHET, 150C | 7100077280 | UU003112396 |
| 3M™ Helmet G3501 Series | G3501M-BB, BLUE, RATCHET, 150C | 7100077171 | UU003112412 |
| 3M™ Helmet G3501 Series | G3501M-VI, WHITE, RATCHET, 150C | 7100077208 | UU003112321 |
| 3M™ Hard Hat G3000 Series | G3000NUV-VI SAFETYHELMET UVICATOR R W | 7100001960 | XH001675202 |
| 3M™ Hard Hat G3000 Series | G3000NUV-GU SAFETY HELMET UVICATOR W | 7000009701 | XH001675178 |
| 3M™ Hard Hat G3000 Series | G3000NUV-RD SAFTY HLMT UV W.RAT HARN RED | 7000039721 | XH001675194 |
| 3M™ Hard Hat G3000 Series | G3000NUV-BB SAF HLT UVICTOR RAT HARN BLU | 7000039719 | XH001675152 |
| 3M™ Hard Hat G3000 Series | G3000NUV-GP SAFE HLMT UV wRAT HRNSS GRN | 7000108315 | XH001675160 |
| 3M™ Hard Hat G3001 Series | G3001NUV-GU SAFE HLMT UV wRAT HRNSS YELL | 7000108317 | XH001675228 |
| 3M™ Hard Hat G3001 Series | G3001NUV-BB SAFE HLMT UV W.RAT HARN BLUE | 7000104052 | XA007707640 |
| 3M™ Hard Hat G3001 Series | G3001NUV-OR SAFE HLMT UV W.RAT HARN ORNG | 7000104055 | XA007707673 |
| 3M™ Hard Hat G3001 Series | G3001NUV-VI SAFTY HLMT UV W.RAT HARN WHT | 7000039722 | XH001675236 |
| 3M™ PELTOR™ EEP-100 Earplug | EEP-100 EU | 7100194360 | |
| 3M™ PELTOR™ WS™ ALERT™ X | 3M™ PELTOR™ WS™ ALERT™ X Headset App, MRX21A4WS6, bright yellow, headband, 10 Each/Case | 7100257811 | |
| 3M™ PELTOR™ WS™ ALERT™ X | 3M™ PELTOR™ WS™ ALERT™ X Headset App, MRX21P3E4WS6, brightlyyellow, helmet attachment,10 Each/Case | 7100256658 | |
| 3M™ PELTOR™ ProTac™ III | MT13H221P3E ProTac III Headset, helmet at | 7100088423 | |
| 3M™ PELTOR™ ProTac™ III | MT13H221A ProTac III Headset, headband | 7100088424 | |
| 3M™ PELTOR™ ProTac™ III | MT13H220P3E ProTac III Slim Headset, helm | 7100088455 | |
| 3M™ PELTOR™ ProTac™ III | MT13H220A ProTac III Slim Headset, headba | 7100088456 | |



Hear For Life SKU list. May be subject to review by region, contact your local 3M representative.

NEW! 3M™ G3000/G3001 Series Safety Helmet

Model Details



Helmet options



G3000 with lamp holder



G3001
EN 50365:2002 (1000V)



EN 352

Previous 2023 Content, still available in collections for use

Hear For Life Tool Kit

Audience – End customer

Educational content to bridge the gap from being aware of the problem of NIHL, to helping them implement an effective hearing conservation program.

Kit consists of tools to help customers in their education, consideration and product selection;

- **Regulatory updates – EN 352:2020**
- Expert article: Factors to consider when selecting hearing protection
- Infographic
- Quick Selection guide

Tip – You can gate the Hear For Life Tool kit for your contact acquisition or email opt in and engagement



Every day, millions of workers are exposed to noise working conditions. Almost 25% of them will suffer from long-lasting hearing impairment. 3M recognizes this problem. That's why we offer you better insight into this problem, along with the right tools to help you implement an effective hearing conservation program, understand the regulatory needs and select the right hearing protection solutions for your workers.

“Hear for Life” Toolkit

We have developed a toolkit including assets and tools that answers questions like:

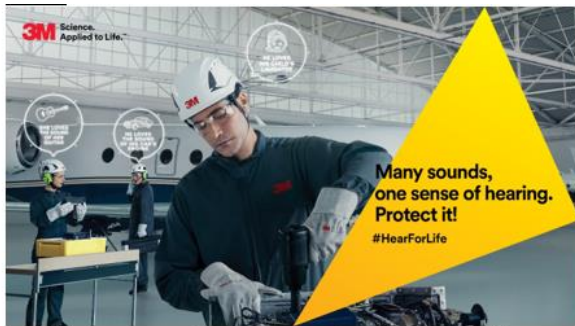
- “What do I need to know about EN 352 and the regulatory update?”
- “What are the main changes and how is that affecting how I see the data?”
- What factors do I need to consider when selecting hearing protection?”
- “How can I easily find a hearing protection solution that fits my needs?”

If any of those questions crosses your mind, just simply fill in the form and download the FREE “Hear for Life” Toolkit!

EN 352 Hear For Life Tool Kit

Promotional Assets

1. Template for emailer or webpage



Did you know that hearing loss is one of the most common occupational illness around the world?

Every day, millions of workers are exposed to noise working conditions. Almost 25% of them will suffer from long-lasting hearing impairment. 3M recognizes this problem. That's why we offer you better insight into this problem, along with the right tools to help you implement an effective hearing conservation program, understand the regulatory needs and select the right hearing protection solutions for your workers.

3M have developed a toolkit including assets and tools that answers questions like:

- "What do I need to know about EN 352 and the regulatory update?"
- "What are the main changes and how is that affecting how I see the data?"
- "What factors do I need to consider when selecting hearing protection?"
- "How can I easily find a hearing protection solution that fits my needs?"

If any of those questions crosses your mind, just simply download the FREE "Hear for Life" Toolkit!

[Download the Free Toolkit](#)

2. Banner



Tip – Create your own customer engagement campaign utilising these assets.

Use your existing customer database and this email template to promote the tool kit CTA and stay front of your customers mind and inbox.

3. Suggested social media posts:

- Text proposal for promoting 3M live webinar on EN352 updates AND
- Text proposal for downloading the bulletin



[DOWNLOAD](#)