



Innovate

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

Brought To You by 3M Personal Safety Division | Dec 02, 2024

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.

To learn more about 3M, visit [MSCDirect.com](https://www.mscdirect.com).

For even more safety insights and expertise, check out MSC's Better MRO knowledge hub.

Tooling Up is a video series by MSC Industrial Supply Company that provides real-world insights brought to you by leading industry experts and aimed at improving the efficiency and productivity of your operations.

Through Tooling Up, you'll gain access to our knowledgeable in-house specialists and experts from our most-trusted partners and suppliers, along with some exclusive innovative offerings from MSC. From metalworking and MRO supplies, services, and expertise, to inventory management solutions, and to the safety and well-being of your team, we are dedicated to working side-by-side with you to make your operations better.

For more Tooling Up videos, check out our MSC Tooling Up playlist and subscribe to our YouTube channel.

www.mscdirect.com/betterMRO

Copyright ©2024 MSC Industrial Supply Co.