



**Speedglas™**  
Welding Safety

Sales guide – Step by Step

# 3M™ Speedglas™ Welding Helmet G5-01

In creating our new welding helmet for indoor heavy duty welding and grinding, we challenged ourselves, how do you improve an outstanding solution or take things to the next level?

We landed on an insight: No two welders are the same and protection is truly individual.

That's why the 3M™ Speedglas™ Heavy Duty Welding Helmet G5-01 isn't just a new welding helmet, it's a game changer: our idea of specialization.

1. Knowledge about the product and features and benefits
2. Understand the target groups
3. Understand Heavy Duty welders needs
4. Identify potential customers in key segments
5. Get details about Heavy Duty welding/welders and identify customers and challenges
6. Start running trials

## Product features and technology

### Protection

- Large area coverage
- Filtered air

### Comfort

- Adjustable Air flow
- Headband with many adjustability options
- Slim design

### Vision

- Clear visor
- High performing optics
- Variable color
- Task Light

### Adaptable

- Grinding
- Cutting mode
- Tack welding mode
- Plug 'n' play Adflo and supplied air
- Many choices of protection accessories



# Target group

## Audience is the welder – especially the Indoor Heavy-Duty welder:

Primary needs: Good protection against radiation, good visibility of the welding spot, effective respiratory protection system, comfortable to wear, good protection against welding spatter and grinding sparks.

Highly skilled professionals, passionate about their work as a welder. They know their craft and are skilled to amaze with their craftsmanship. Determined and passionate of doing a good job. Using the best equipment is being among the best, it reinforces their professional status as a welder.

Not settling for compromises means more choices – of models, settings, and accessories.

Now it's easier than ever to find a helmet that makes your job easier, safer and more comfortable, so you can focus on your craft.

## Secondary target: workshop managers

Often connected to larger companies although influenced by the welder as well as the channel sources they usually reference. They want to offer their welders a PPE solution that they most likely would use, that maximize the amount of time they have their shield in the down position. Total cost of ownership (consumables, spare parts, reliable quality and warranty). Service and consumable supply are other key aspects they would consider.

Not settling for compromises means higher profitability

through better total cost of ownership, higher productivity, lower risk of injury, and above all: happier welders.

## Tertiary target: safety people

Safety managers are the passionate people who really care about their workers' wellbeing. That's why they seek solutions that not only provide protection, but that their workers also like to wear. Because the safest helmet is the one that welders actually want to wear.

Not settling for compromises means to feel secure knowing you've chosen the best safety equipment, made specifically for welders.

# Sales Arguments

	Vision	Protection	Comfortable	Customize and adapt
Workshop manager	Improved vision for the welders leads into higher level of perfection, with a lower disposal rate and less subsequent work.	The health effects associated with welding fumes can be insidious, meaning that they can take time to become apparent. Saving money today could cost you big in the future.	When you know you don't have to worry about your equipment, it is easy to focus on the work. The right equipment makes it possible to reach a higher level of perfection, with a lower disposal rate and less subsequent work.	The distribution chain will see more business opportunities and a stronger value proposition from the number of after sales components. Train the end-users how to maintain their equipment to last longer.
Safety people	Maximize the amount of time the welders have their shield in the down position.	It doesn't matter how good your protective equipment is if it's not used. Mechanical impact resistance EN175B, EN166BT - TH3 CE and APF 1000 for OSHA	It doesn't matter how good your protective equipment is if it's not used. We make helmets that are comfortable and well-designed for professional welders.	The possibility to adjust to personal preferences increase the potential that the equipment will be worn properly and used for the full shift.



## Top 5 for Heavy-duty welders

- Good protection against radiation
- Good visibility of welding spot
- Effective respiratory protection system
- Comfortable to wear
- Good protection against sparks/spatter

From Voice of Customer study by BU Welding these are the Heavy-duty welders Top 5 verified needs of a welding helmet (+500 welders worldwide participated).

### Key segments:

HMT                      Construction  
Utilities                Transportation SVS  
Mining, oil and gas

## Key selling points

### View during work

Indoor Heavy-duty welders needs	G5-01 Helmet benefits
Good visibility of welding spot	Large lens with NC technology, up to shade 14.
Good visibility before and after welding	Clear visor for great view. Task light as an option for further enhancement.

### Reliable protection

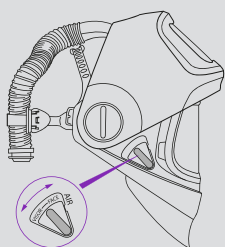
Indoor Heavy-duty welders needs	G5-01 Helmet benefits
Good protection against radiation	Protect eyes and cover a large area of head and neck.
Good protection against sparks/spatter	Many different protective accessories (neck and head covers, shroud etc.).
Effective respiratory protection system	Adflo and supplied air compatible.

### Comfort

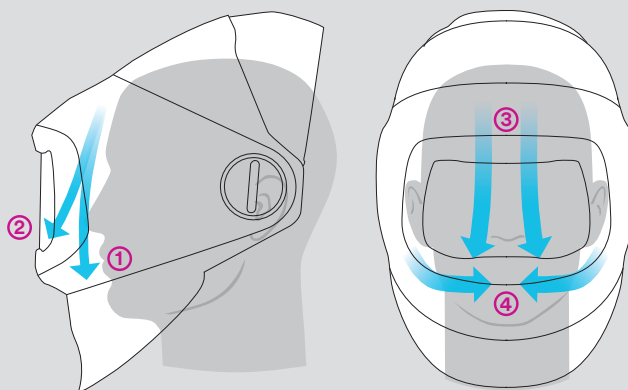
Indoor Heavy-duty welders needs	G5-01 Helmet benefits
Comfortable to wear	Nice balance and adjustable professional headband.
Pleasant air inside the helmet	Adjustable air.
Customized to my preferences	Many adjustment options on the helmet/headband, adjustable airflow, many accessories, variable color etc.



## Optimized air distribution and air flow control:



Allows the user to control where the air flow is directed (over the face and/or the clear visor). Users can balance the airflow's cooling effect while minimizing flows that might dry out their nose or eyes



### Benefits!

Design	→	Robust design with no protruding parts
Platform	→	Common consumables; Adflo filters and 9100 protection plates
Balance	→	Comfortable headband, with low center of gravity
Grinding	→	Flip-up with Clear view visor under
Coverage	→	Many choices of accessories
View	→	Task light as accessory and a selection of magnifying lenses
Detection	→	4 sensors

### Main arguments!

Protection	→	Filtered air, large area covered
Comfort	→	Enhanced head band and adjustable air flow
View	→	Large field of view with Natural Color and contrast
Uniqueness1	→	Variable Color option
Uniqueness2	→	Adjustable air without compromising protection



Personal Safety Division  
3M Svenska AB  
SE-785 21 Gagnef, Sweden

[www.speedglas.com](http://www.speedglas.com)

[facebook.com/3MSpeedglas](https://www.facebook.com/3MSpeedglas)

[Instagram.com/3MSpeedglas](https://www.instagram.com/3MSpeedglas)

[youtube.com/3MSpeedglas](https://www.youtube.com/3MSpeedglas)

#### Professional use only

Please recycle. Printed in Sweden. © 3M 2016. All rights reserved. 3M, Speedglas, Adflo and Versaflo are trademarks of 3M Company, used under license in Canada. The Bluetooth name and logo are trademarks of the Bluetooth Special Interest Group.