

## 3M™ Peltor™ Earmuffs X Series Receives 2013 Red Dot Product Design Award

The 3M™ Peltor™ Earmuffs X Series has received the prestigious Red Dot Product Design award recognizing its excellent design and commitment to quality.

“The winners of the *Red Dot* are the protagonists of a highly developed design culture and design industry. These days it is becoming more and more difficult to distinguish between well-designed products and it is often only in the details that the special qualities become apparent,” said Prof. Dr. Peter Zec, initiator and CEO, [Red Dot International Group](#). “However, those product creations that pass the test before the critical eyes of the international Red Dot jury will not disappear into the crowd and will be able to fend off global competition.”

The Peltor earmuffs X series was selected as a recipient of the *Red Dot* Product Design award from more than 4,660 entries in 19 different categories. The 37-member jury of qualified designers, university professors, and specialist journalists tested, discussed and assessed each individual entry. Recipients of the award are invited to add a “red dot” to their product, an internationally recognized seal of quality, in addition to receiving an invitation to attend the Red Dot Gala to honor their accomplishments and participate in a variety of marketing and promotional activities with the Red Dot International Group.

The Peltor earmuffs X series are the first earmuffs on the market from 3M to provide workers with Noise Reduction Rating (NRR) values up to 31 decibels (dB). Built with innovative foam cushion technology and ear cups that tilt for outstanding comfort and fit, the Peltor earmuffs X series offer a new standard in design, comfort and protection. The series features an attractive lightweight design, durable stainless-steel headband construction, soft, wide ear cups and two headband options: an electrically-insulated twin headband and hard-hat attachment bands.

### 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](https://twitter.com/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>. Or connect with our hearing protection initiative on Facebook at <https://www.facebook.com/3MHearingProtection> or on Twitter at <https://twitter.com/3MEARfit>.

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For more information:

3M™ [Peltor™ Earmuffs X Series #1](#) high-resolution graphic

3M™ [Peltor™ Earmuffs X Series #2](#) high-resolution graphic

[3M Corporate Facebook](#)

[3M Corporate Twitter](#)

[Red Dot Website](#)

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