

# Redesigned Website Helps Electrical Equipment Design Engineers Find 3M Solutions Faster

Streamlined website helps visitors quickly and easily find the right electrical materials

A new [website](#) from 3M helps electrical design engineers to find 3M solutions for design and performance challenges facing manufacturers of electrical equipment.

Based on feedback from 3M customers and technology experts, the site's improved navigation organizes 3M electrical solutions for equipment manufacturers in a logical, user-friendly layout with searchable categories of common applications for transformers, motors and generators, and electrified transportation. The site's user-friendly layout features the most often searched-for information at the top of the page for greater visibility.

In addition to the restructured design, 3M's new electrical materials website also offers an enhanced user interface that allows for quick navigation to product data sheets, supporting documents, and related resources. The redesigned site also features an easily viewable path that can be followed and backtracked as needed while browsing the wide inventory of 3M materials and solutions. 3M plans to add more application categories for key electrical equipment segments.

To see the new site, visit [3M.com/OEM](http://3M.com/OEM).

Since the invention of vinyl electrical tape in 1946, the [3M Electrical Markets Division](#) has designed and manufactured reliable products for some of the world's leading industries, including energy, commercial and industrial electrical construction, oil and gas, mining, water, transportation and manufacturing. Today, the division deploys technology to create new solutions to help meet energy and infrastructure challenges.

## 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 \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3m.com](http://www.3m.com) or follow [@3MNews](#) on Twitter.

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