

3M Science.
Applied to Life.™

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Construction

3M ANZ

Vertical Markets Playbook



Introduction

The commercial construction industry consists of the erecting and finishing of new structures. The two principal forms of commercial construction include commercial building construction, which includes high rises, skyscrapers and other industrial and commercial structures, and infrastructure construction, which includes large infrastructure projects such as bridges, dams, transportation, etc.

The purpose of this Sales Guide is to assist our sales professionals in finding, keeping and winning business in the commercial construction vertical.

Good luck!



Construction

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Vertical Markets Playbook

Construction
Industry Overview



Customer Profile

Companies that win the bid or are otherwise contracted to construct a building or infrastructure project



General Contractors

Sub Contractors



Companies contracted by the general contractor to carry out specialized services that support the project

- Administration, extraction, processing and other core activities
- Responsible for employee's safety and environment impacts

- Safety for safety companies
- Follow very restricted and evolved local regulations
- Global companies have their own safety standard, more restrictive than the country's regulation

- Most common: Respiratory, hearing, head and eye, road crashes, explosions and fall
- Opening for discussions on more conceptual security issues and more technological solutions

- Criteria: Regulation attainment, productivity, comfort.
- PPE validation implemented in some customers



Regulation



Risks



PPEs

- Services related to construction, maintenance and others considered "non-core"

- Safety for compliance companies
- Attend the local legislation is a challenge
- Help them to understand the regulation can open business opportunities

- The contractors have the same risks of a General Contractor. But, because of the specific nature of their work, may have specific technical risks. An example is arc flash.

- Search for equipment that complies with the legislation
- Low PPE validation on these companies

Safety Manager Persona

One important stakeholder that will work on the Safety Solution definition. Know more about his personality.

As the safety manager, I think about safety 24/7. My goal is to get my workers and contractors home safe after every shift, for each worker to be accountable for safety on the job site, and not to be the safety cop.

This sounds simple, but it is very complex. While no day is typical, I wear 5 different hats to achieve this goal – there never seems to be enough time in the day to meet the demands of ensuring my workers are safe.

The many tasks include safety and worker compliance, identification of potential on-site hazards for accident avoidance in construction (hearing, respiratory, mechanical), meeting country/local/company standards and regulations, training, inventory management, and emergency response.

My biggest challenge is making safety part of the culture and understanding regulations – a safety plan is great, but everyone needs to own safety on the job site to make personal safety and the safety of others a reality.



Construction

- Safety may not be their only responsibility but are often the key safety decision maker.
- Feel strong responsibility to protect employees and contractors.

Role

- Proactively look for solutions.
- Want to be perceived as experts within their organization.
- Budget control (w/ Sourcing & HR).
- Wants to be recognized as influencer/coach by the team and considered a pioneer of solutions

Key Drivers

- Want to earn employee's & employer's trust.
- Important to know what products can and can't do and which comply with regulations.
- Look for innovative solutions, design, comfort, style and value-add features to increase usage & support safety program.
- Want the best value for the money, and want to minimize risk
- Values products that meet high standards.
- Training employees adequately and ensuring compliance.
- Keeping up to date with new standards/regulations and what their responsibility is.

Key Challenges

- Preventing the occurrence of accidents/mitigating risk.
- Achieving a balance between safe practices, time for training and Productivity.
- Keep Labor Organisations satisfied.

Other Stakeholders

There are other important stakeholders that must be considered with contractors. In some companies, these stakeholders could have more influence on new safety solution introduction than the Safety Manager, specially the Site Manager and the Procurement

Site Manager	Operator/ Owner	Procurement/ Purchasing	Workers
<ul style="list-style-type: none"> • Time is money! • Having full work force is important • PPE Availability is key – can mean they will pay more if needed. • Does not drive PPE selection, implements decisions from first group • Can be influencer based on workers likes/dislike or if PPE helps/hinders productivity. 	<ul style="list-style-type: none"> • Time is money! • Zero accidents and no citations are priority, opportunity costs higher when there is an accident • PPE costs are minor part of total costs • Limited available workforce, looking at automation/technology to reduce labor needs and safety risks • Do not typically dictate PPE brands • This role may also be owner of contractors 	<ul style="list-style-type: none"> • Cares about cost, availability, & terms • Becomes more influential in PPE decisions when asked to improve profits • Availability or product can be top priority • Find it challenging to identify reliable supplier networks in remote or unstable areas • PPE may be a small percent (>10%) of total spend responsibility • Strong personality 	<ul style="list-style-type: none"> • Looks to experienced workers (sometimes within family) for information • Multi-generational worker and has seen impact to health on parents/grandparents • Concerned about comfort more than safety and have brand loyalty

Construction

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Vertical Market Playbook

Vertical Process Maps



3. Secondary Structure

Secondary structure includes walls and flooring in a building project and decking in the case of a physical infrastructure project. Once the superstructure has been established, these are critical elements to the project that gives the structure its final form and prepares it to for finishing.

5. Maintenance

Maintenance entails the proper maintaining and preserving of a construction project. In the case of a building this may be the cleaning of windows or regular roof maintenance. An example in infrastructure may include the repaving of a road on a bridge.

4. Finishing

Finishing refers to the installation of interior and exterior walls, windows, finishes, and permanent furnishings in a building or infrastructure project. An example would be construction workers installing windows on the side of a new skyscraper.

1. Substructure

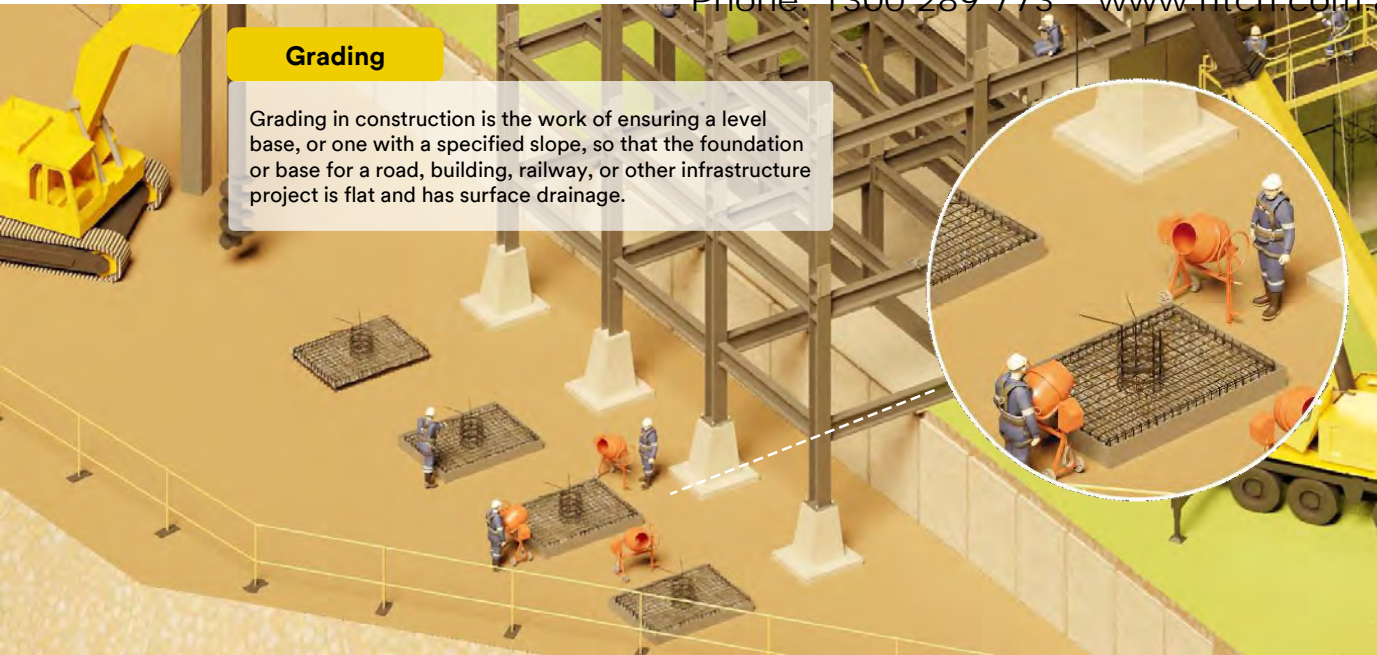
Substructure includes excavating, grading and the laying of foundations that will later support the superstructure of a building or infrastructure project.

2. Superstructure

The superstructure is the portion of a building which is constructed above the ground level and it serves the purpose of structure's intended use. In the case of a building this includes columns, beams, walls, etc. that gives a building its structural integrity. it is the bridge, dam, roadway, or visible piece of infrastructure above ground level.

Grading

Grading in construction is the work of ensuring a level base, or one with a specified slope, so that the foundation or base for a road, building, railway, or other infrastructure project is flat and has surface drainage.



Risks / Needs

Construction often involves work at height, which entails the risk of a fall in many cases. In addition to fall risk, the use of heavy equipment, tools, and the nature of the work means there is a need to provide general personal protective equipment for all works.

During the substructure process there is less risk of work at height during other phases, but there is still risk depending on the project. Heights at this phase are typically lower and usually less than 15 feet off the ground.

Proper planning to account for risk is a critical task, and 3M has a comprehensive portfolio to help keep workers safe from many construction-related work risks.

3M Solutions

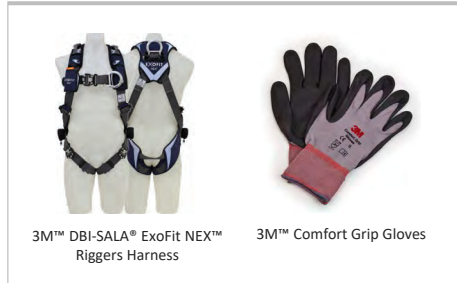
Respirators & Breathing



Head & Face Protection



Body & Fall Protection

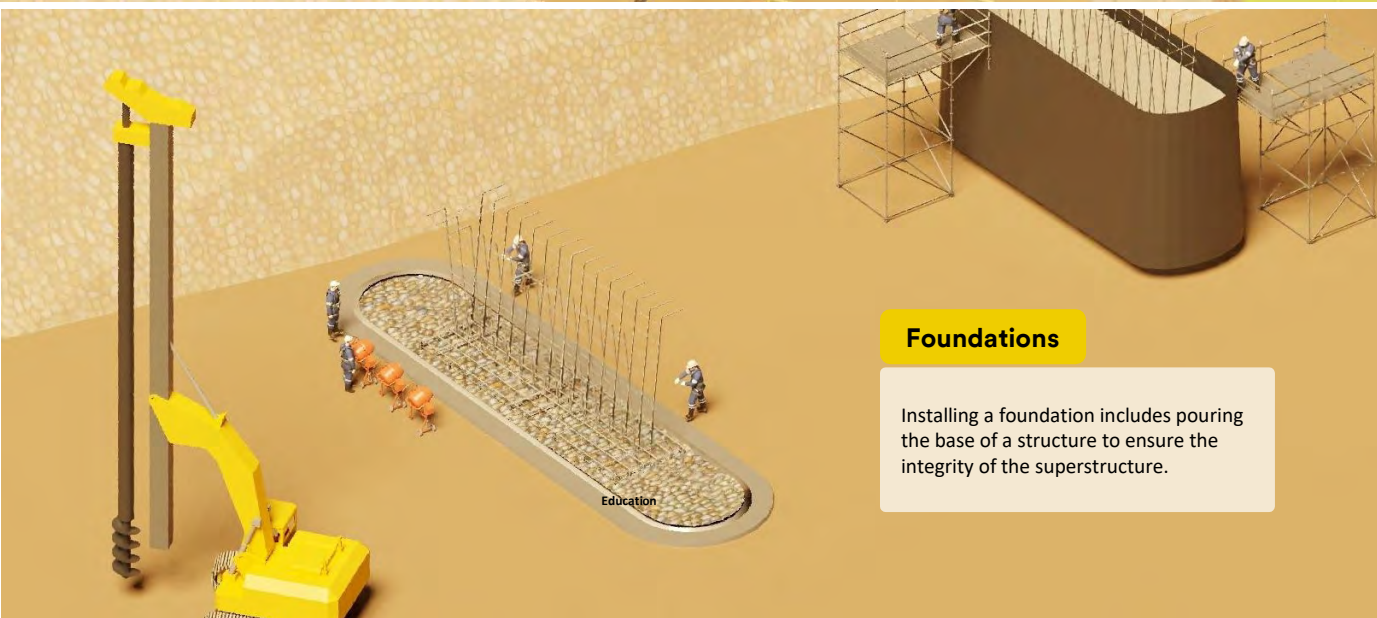


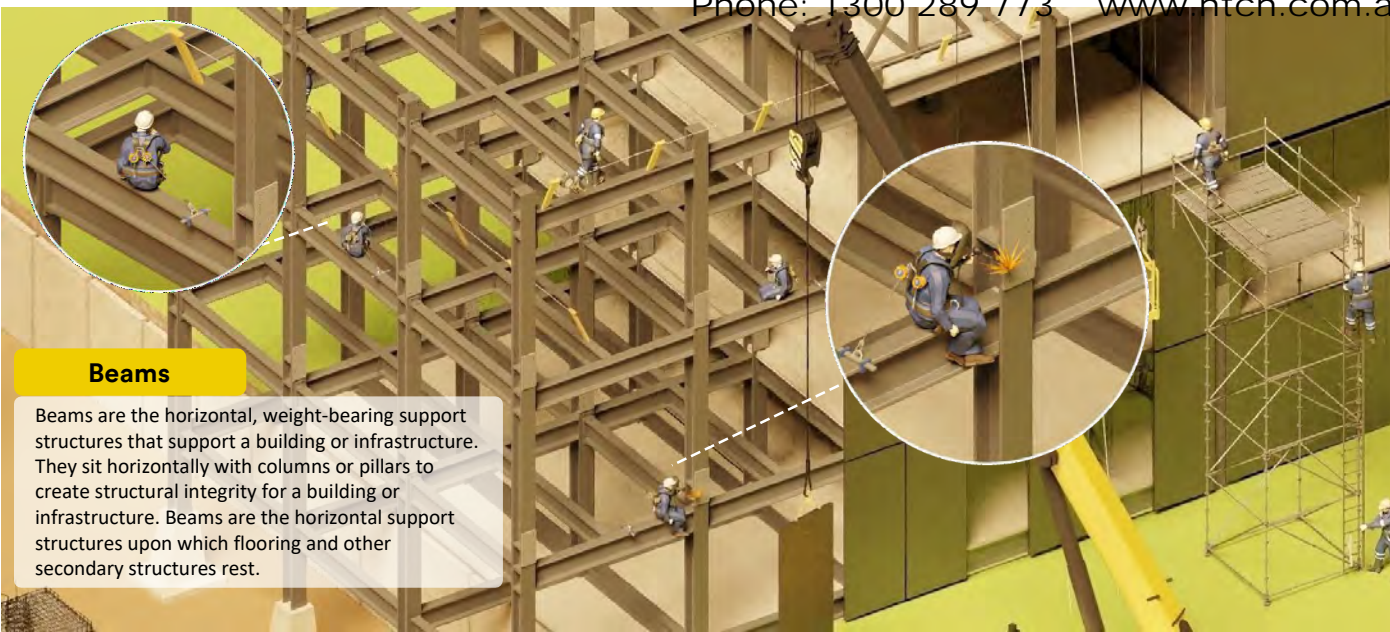
Hearing Protection



Foundations

Installing a foundation includes pouring the base of a structure to ensure the integrity of the superstructure.





Beams

Beams are the horizontal, weight-bearing support structures that support a building or infrastructure. They sit horizontally with columns or pillars to create structural integrity for a building or infrastructure. Beams are the horizontal support structures upon which flooring and other secondary structures rest.

Pillars

A pillar is an isolated structure that serves as a vertical support for a structure.



Risks / Needs

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During this phase, the exposure to fall is far greater than other phases and is more dynamic. Workers are often tasked with scaling and navigating workspaces that are very narrow such as walking on a beam. There is less likely to be guard railing during this phase.

Proper planning to account for risk is a critical task, and 3M has a comprehensive portfolio to help keep workers safe from many construction-related work risks.



3M Solutions

Respirators & Breathing



3M™ Particulate Respirator 9322 +P2

3M™ Versaflo™ PAPR Assembly TR-306N

Head & Face Protection

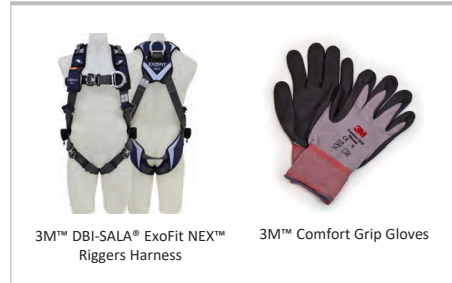


3M™ TA570 Safety Helmet ABS Vented

3M™ Savannah Safety Spectacles

3M™ Bark Hut Safety Spectacles

Body & Fall Protection



3M™ DBI-SALA® ExoFit NEX™ Riggers Harness

3M™ Comfort Grip Gloves

Hearing Protection



3M™ Nitro™ Uncorded Earplugs

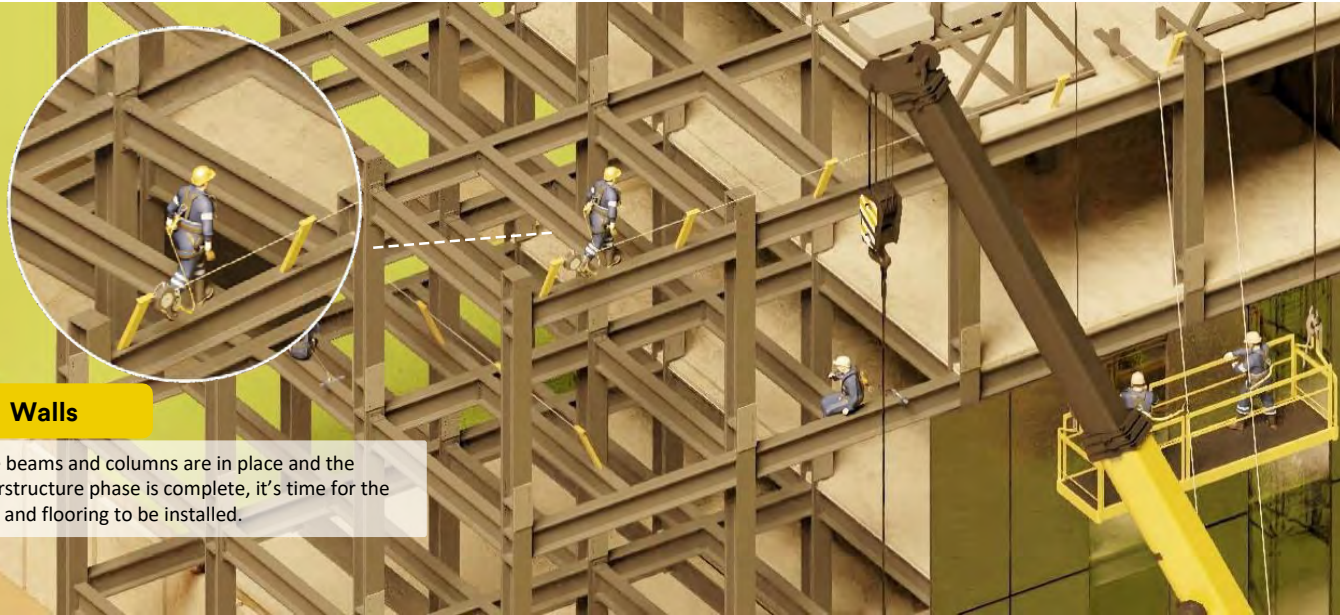
3M™ Peltor X4A Premium Headband

3M™ PELTOR™ WS-CUSH Earmuff

3M™ PELTOR™ LiteCom Pro II Headset

3M™ PELTOR™ WS™ ALERT™ XPI Headset





Walls

Once beams and columns are in place and the superstructure phase is complete, it's time for the walls and flooring to be installed.

Risks / Needs

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There is still a high risk for workers at height during this phase of the project. However, fall restraint versus fall arrest becomes an option as guardrails are at times implemented

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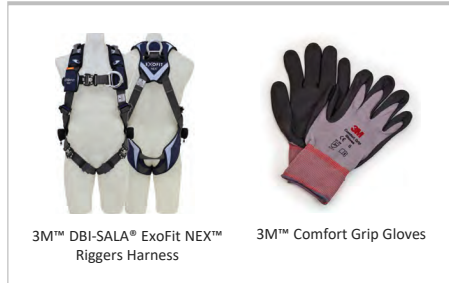


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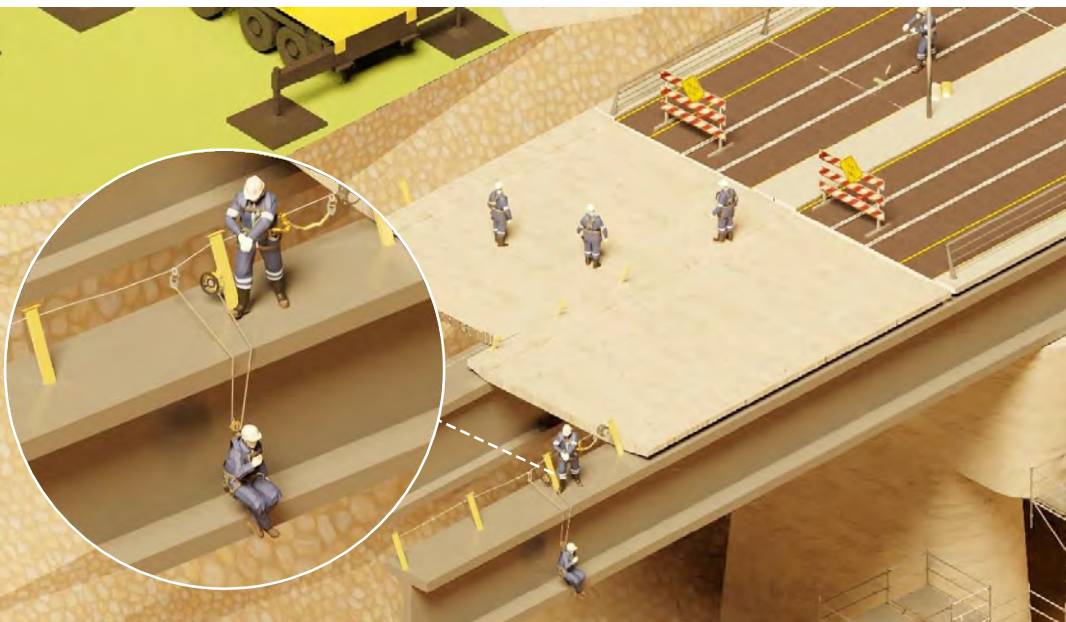
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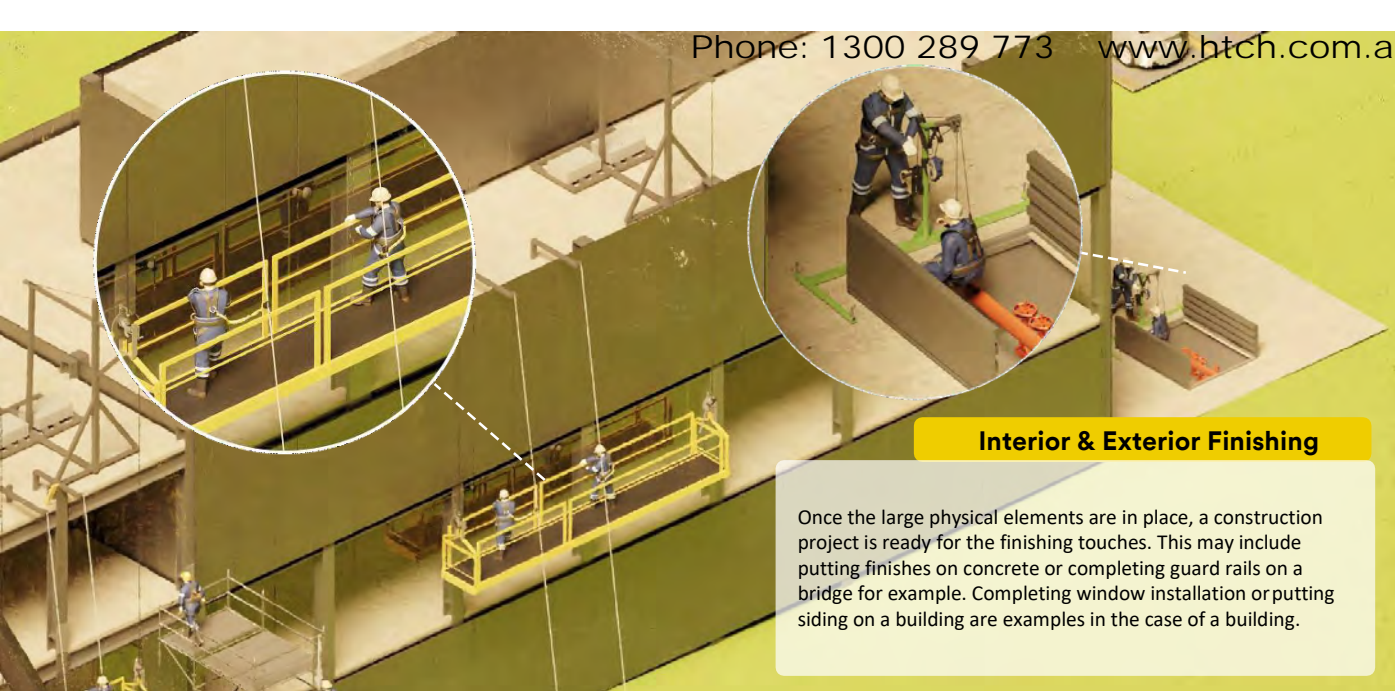
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3M™ PELTOR™ WS™ ALERT™ XPI Headset

Decking

Decking in a physical infrastructure project is placed once the primary pillars or piles have been put in place and horizontal beams are in place.





Interior & Exterior Finishing

Once the large physical elements are in place, a construction project is ready for the finishing touches. This may include putting finishes on concrete or completing guard rails on a bridge for example. Completing window installation or putting siding on a building are examples in the case of a building.

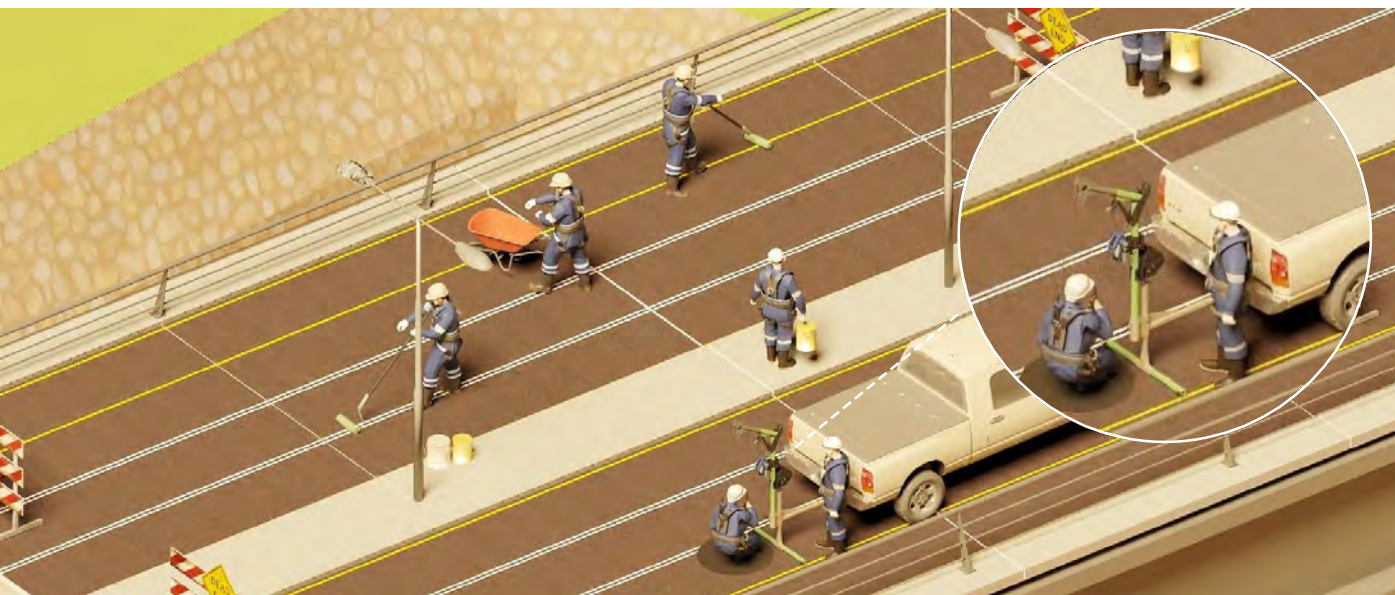
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Head & Face Protection

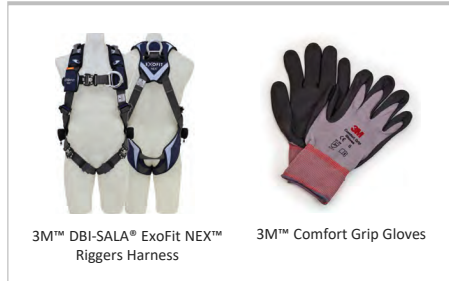


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Hearing Protection



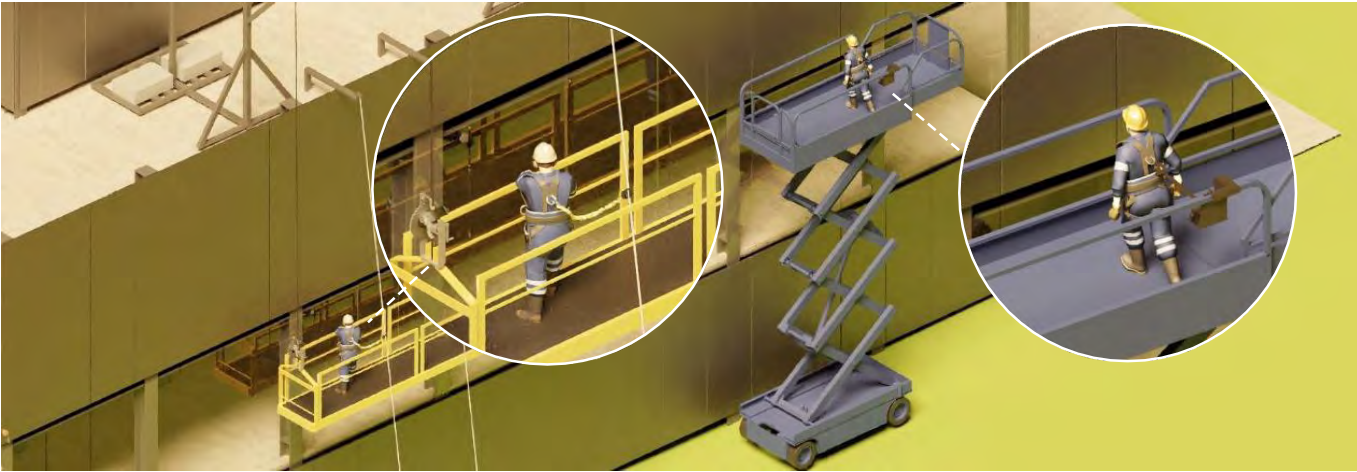
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Risks / Needs

Construction often involves work at height, which entails the risk of a fall in many cases. In addition to fall risk, the use of heavy equipment, tools, and the nature of the work means there is a need to provide general personal protective equipment for all works.

Maintenance creates an ongoing need for workers to conduct work at height on scaffolding, ladders and roofs. It is important that all workers conducting maintenance understand the risks involved with their specific type of maintenance work to ensure safety.

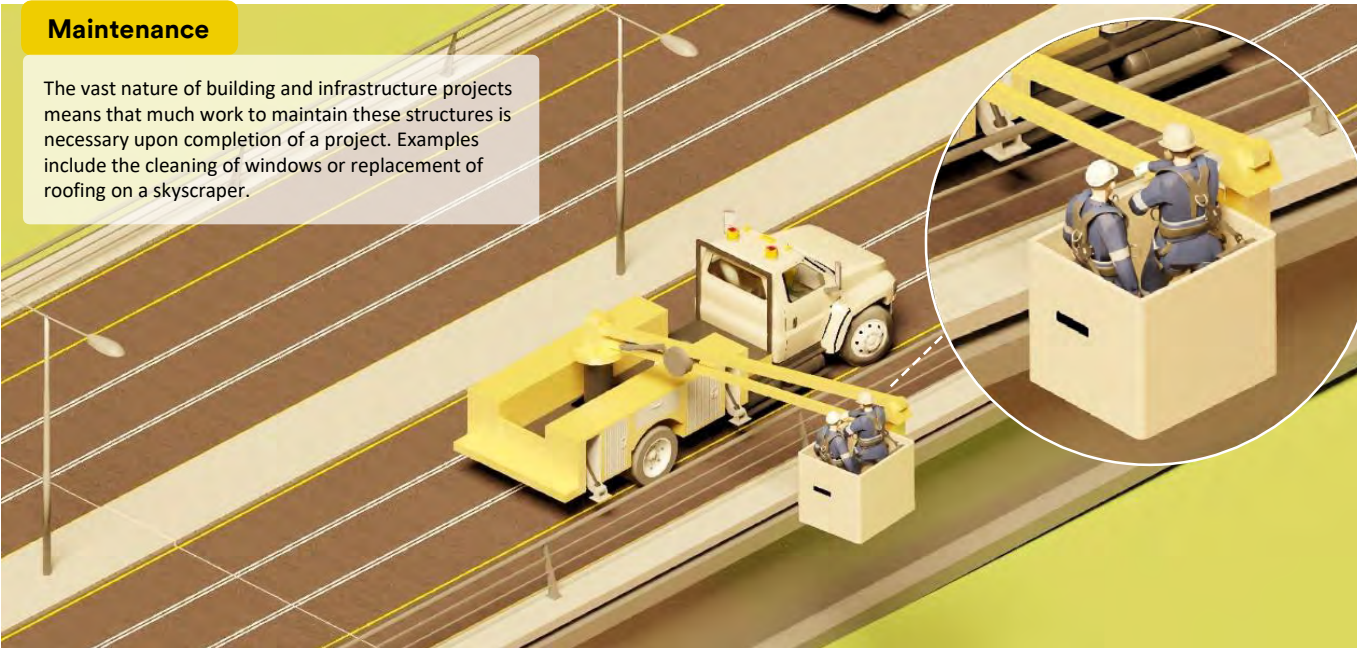
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3M Solutions

Maintenance

The vast nature of building and infrastructure projects means that much work to maintain these structures is necessary upon completion of a project. Examples include the cleaning of windows or replacement of roofing on a skyscraper.



Respirators & Breathing



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3M™ Versaflo™ PAPER Assembly TR-306N

Head & Face Protection

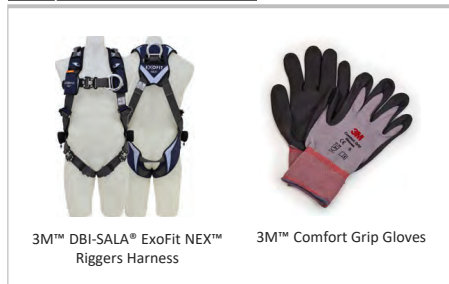


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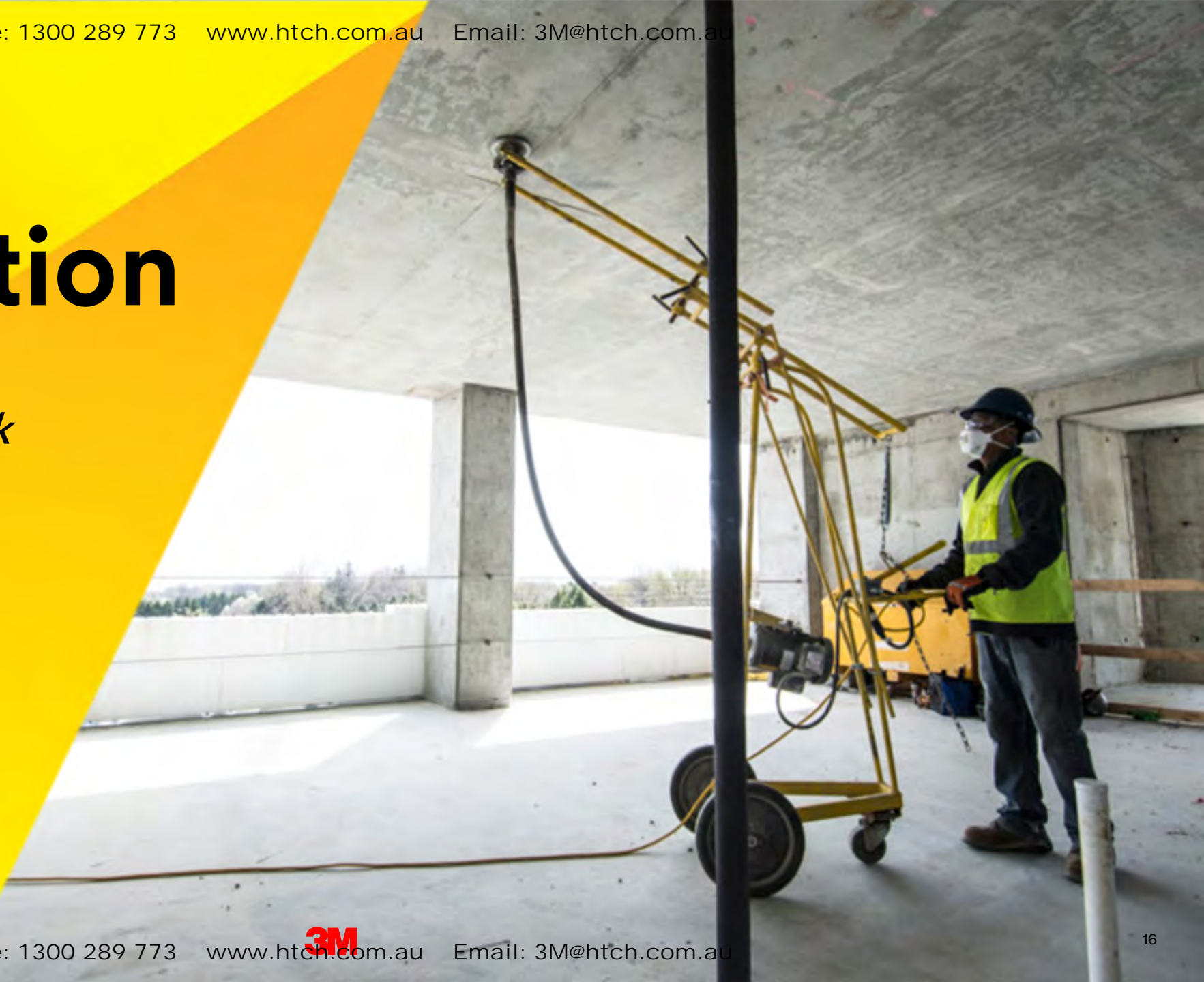
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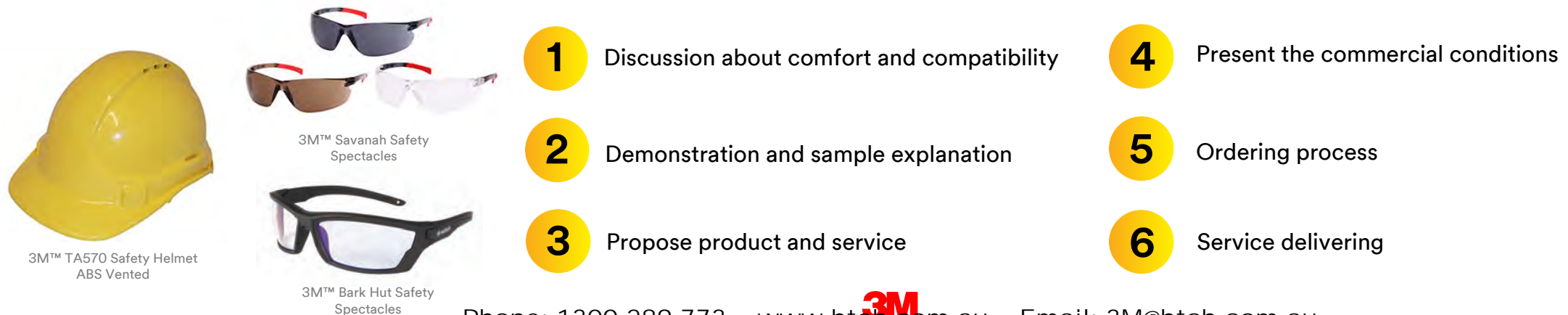
Product Sales Guide



Product Sales Guide

Problem	Consequence	Solution	Open a call
<ul style="list-style-type: none"> Head and Face Protection - For people working on busy construction sites there is potential for head injuries from falling objects, flying/swinging objects, overhead hazards, electrical hazards and much more. Eye Protection - Construction workers can be exposed to flying particles, small objects and sparks whilst on the job. These can be mechanical, thermal or electrical in this industry. 	<ul style="list-style-type: none"> Head and Face Protection - Not having correct head and skull protection puts workers at risk of serious head injuries, brain damage and potential disability. Eye Protection - Exposure to flying objects without sufficient eye protection can lead to serious eye injury and potential blinding. Eye injuries are extremely common in the workplace. 	<ul style="list-style-type: none"> Head and Face Protection - 3M TA570 Safety Helmets are Type 1 helmets that adhere to Australian standards for general construction conditions. This helmet not only protects from potential hazards, but has unique cooling vents for comfort in hot, humid conditions. Eye Protection - 3M Safety Spectacles are designed to protect workers from hazardous object contact and dangerous radiation in a stylish and comfortable way. Choosing the right spectacles for a workers mining job relies upon ergonomics, view, security and coverage. 	<ul style="list-style-type: none"> What type of overhead hazards are around your construction site? Are you working in hot and/or humid conditions? Are you exposed to sparking, dust or chipping of objects? Do you have any extra vision requirements? (Lens colour etc.)

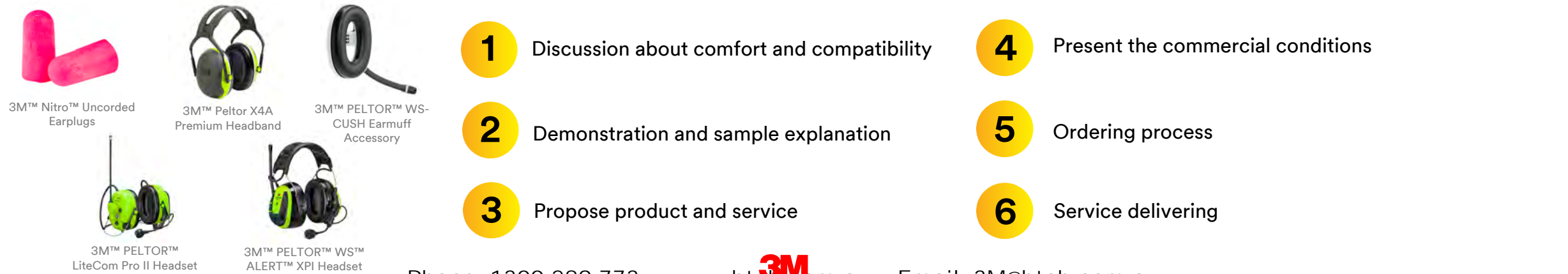
Typical sales cycle



Product Sales Guide

Problem	Consequence	Solution	Open a call
<ul style="list-style-type: none"> Construction workers can be exposed to a wide range of loud noise hazards. Hands and gloves are seldom clean, and are usually covered in dirt and dust. Restricted vision means that workers may not be able to see the person/s that they need to communicate with. 	<ul style="list-style-type: none"> Without proper protection that adheres to local standards, workers risk damaging their ears and hearing. By using dirtied hands to insert earplugs, workers risk serious ear infections with prolonged use. Being unable to see to communicate makes day-to-day tasks extremely dangerous when large machinery and equipment is involved. 	<ul style="list-style-type: none"> 3M Earmuffs are designed to adhere to local standards, enhancing comfort and protecting from extreme noise hazards. 3M Earplugs have easy insertion without rolling the foam, which makes them ideal for miners' dirty hands. 3M Communications products are intrinsically safe and ensure sufficient noise blockage whilst opening radio communication pathways. 	<ul style="list-style-type: none"> What type of construction environment are you working in? Are you frequently digging, using dirty equipment and/or exposed to a large amount of dust? Are you working with others? If so, do you need a sufficient communication device?

Typical sales cycle



Product Sales Guide

Problem	Consequence	Solution	Open a call
<ul style="list-style-type: none"> • People working on construction sites are exposed to dust and other particles. This can also extend to diesel exhaust and smoke when working in machinery operation. • Construction workers in hot and humid conditions are more inclined to remove face respirators if they become hot and sweaty. 	<ul style="list-style-type: none"> • Without correct respiratory protection, workers risk breathing dangerous particulates into their respiratory system, and can potentially cause conditions such as asthma and silicosis, and has potential to increase the likelihood of respiratory cancers. • When a worker decides to remove their mask in an uncomfortable situation, they are immediately compromising their protection against dangerous particulates. 	<ul style="list-style-type: none"> • 3M Disposable Respirators are designed to protect workers with a wide range to suit all face types, and stay securely in place. They accommodate for facial movement and have compatibility with other 3M Face Protection products. • 3M Aura 9322A+ Disposable Respirators are fitted with an innovative cooling valve, exclusive to 3M, to ensure maximum comfort. This mask is also collapse resistant and has a sweat absorbent nose pad to create a comfortable environment for the face. 	<ul style="list-style-type: none"> • What types of particulates are you exposed to? • Are you working in hot, humid conditions? • Do you work in machinery operation or have contact with heavy machinery?

Typical sales cycle



3M™ Particulate Respirator 9322 +P2

- 1 Discussion about comfort and compatibility
- 2 Demonstration and sample explanation
- 3 Propose product and service
- 4 Present the commercial conditions
- 5 Ordering process
- 6 Service delivering

Product Sales Guide

Powered Air

Problem	Consequence	Solution	Open a call
<ul style="list-style-type: none"> Workers in heavy construction and manufacturing can be exposed to dangerous particulates, both thermally and mechanically generated. This can also extend to gases, diesel exhaust and smoke when working in machinery operation. 	<ul style="list-style-type: none"> Without proper respiratory protection, particulates can make their way into the respiratory system of workers and increase the likelihood of respiratory diseases such as asthma, fibrosis and silicosis. Inadequate respiratory protection whilst exposed to gases and vapours can result in serious damage to the lungs and body, and create significant long term illness 	<ul style="list-style-type: none"> 3M Powered Air Units and Accessories adhere to Australian local standards for protection against harmful substances and are a comfortable choice for protecting mine workers. Powered Air products have a protection factor up to 100+, based on the filter being used. These units also reduce inhalation and exhalation resistance. This is done using either an open head top or tight-fitting mask. 	<ul style="list-style-type: none"> Do you work underground? What type of dusts and particulates are you exposed to? Are you exposed to vapours and gases? Will you require other PPE equipment (helmets, hearing etc.)?

Typical sales cycle



3M™ Versaflo™ PAPR Assembly TR-306N

- 1** Discussion about comfort and compatibility
- 2** Demonstration and sample explanation
- 3** Propose product and service
- 4** Present the commercial conditions
- 5** Ordering process
- 6** Service delivering

Product Sales Guide

Hand Protection

Problem	Consequence	Solution	Open a call
<ul style="list-style-type: none"> Construction site workers when material handling, digging and demolishing can be exposed to a wide range of hazardous materials and abrasion. The bare hands of workers do not have the grip required to hold on to slippery, wet or oily surfaces. 	<ul style="list-style-type: none"> Without proper care taken, workers risk cuts, burns and severe injuries to hands and fingers. Not having proper grip risks that sharp or heavy objects can be dropped or slip, creating potential for injury to themselves and others. 	<ul style="list-style-type: none"> 3M Comfort Grip Gloves are a light, abrasion-resistant alternative to cotton and latex-palmed gloves. 3M Comfort Grip Gloves also meet Australian local standards. These gloves are ideal for light to medium duty jobs that require precision handling, especially in hot and sweaty conditions. They are a long-lasting product that provide excellent grip, even in wet or oily conditions. 	<ul style="list-style-type: none"> What type of work are you completing? Light or heavy duty? Do you handle objects frequently that have potential to slip or be dropped? Are you handling slippery, wet or oily materials?

Typical sales cycle



3M™ Comfort Grip Gloves

- | | | | |
|----------|--|----------|-----------------------------------|
| 1 | Discussion about comfort and compatibility | 4 | Present the commercial conditions |
| 2 | Demonstration and sample explanation | 5 | Ordering process |
| 3 | Propose product and service | 6 | Service delivering |

Product Sales Guide

Fall Protection

Problem	Consequence	Solution	Open a call
<ul style="list-style-type: none"> Harnesses with traditional designs to maintain low prices do not include features that make harnesses safer, more comfortable or versatile. The use of personal SRLs is increasingly common and without an adapter they're difficult to connect; the dorsal ring moves when weight is applied during the workday. Harness is difficult to adjust/manage webbing 	<ul style="list-style-type: none"> Workers complain about the comfort of harnesses when they are used all day. The harness connection systems for P-SRL are not intuitive or can generate possible incompatibilities when using the harness together with other equipment, increasing fall risk due to improper donning and adjustments. 	<ul style="list-style-type: none"> 3M Harnesses are redesigned with a variety of configurations and most of them meet local standards. These harnesses are enhanced with upgraded features like lightweight aluminum hardware, auto-resetting lanyard keepers, revolving torso adjusters that facilitate adjustment and more! Some models also include a built-in easy-link personal SRL adapter. Other harness models are designed for specific risks such as arc flash or hot works allowing solutions for the conditions of the construction process. 	<ul style="list-style-type: none"> Can you tell me about how you're using harnesses? Explain to me what type of work you're conducting at height? Does the design of your harnesses facilitate the connection of P-SRL? Do your harnesses meet the requirements of the local standards? Do your lanyard keepers meet local standards and are they easy to use? Are they durable? The design of your harnesses includes hip padding, shoulder pads and impact or indicators that are comfortable for your workers?

Typical sales cycle



3M™ DBI-SALA@ ExoFit NEX™ Riggers Harness

- 1** Discussion about comfort and compatibility
- 2** Demonstration and sample explanation
- 3** Propose product and service
- 4** Present the commercial conditions
- 5** Ordering process
- 6** Service delivering

Product Sales Guide

Abrasives - Cleaning, Cutting & Grinding

<p>Cleaning</p> <p>Problem</p>	<p>Cutting</p> <p>Problem</p>	<p>Grinding</p> <p>Problem</p>
<ul style="list-style-type: none"> Construction workers may have a need to prepare surfaces, by removing any dirt or substrate. Without the correct disc, this process can be lengthy and inefficient, increasing labour time and affecting the final outcome. <p>Solution</p> <ul style="list-style-type: none"> The 3M Scotch-Brite Clean & Strip Disc is a general purpose disc. The non-woven black is a safe alternative to wire brushes, offering a greater surface area which leaves a finer finish and may eliminate the need for subsequent finishing steps. 	<ul style="list-style-type: none"> Workers in building construction and heavy engineering may come across a need to cut metals, stone and sheets. Without the correct disc for a cutting application, workers are unable to cut cleanly and safely and put their personal safety and the safety of others at risk. <p>Solution</p> <ul style="list-style-type: none"> 3M Cutting Wheels are designed to safely cut through metal, stone and sheets with exceptional precision. The 3M Silver Cut-Off Wheel has exceptional durability, making it a great value long-term offering. 3M Precision-Shaped Grain also cuts exceptionally fast, increasing worker productivity. 	<ul style="list-style-type: none"> Workers in the construction industry may come across a need to remove unwanted areas or materials on a surface. Without the correct grinding disc, workers have an increased likelihood of personal injury and/or damage to the surface. <p>Solution</p> <ul style="list-style-type: none"> The 3M Cubitron II Grinding Wheel is constructed with 3M Precision-Shaped Grain to bring you an exceptionally fast-cutting and long-lasting rigid bonded wheel for heavy-duty grinding applications. Our grinding wheel works well on almost all materials.

Typical sales cycle



3M™ Silver Cut-Off Wheel



3M™ Cubitron II Grinding Wheel



3M™ Scotch-Brite Clean & Strip Disc Black

- 1 Discussion about application and practicality
- 2 Demonstration and sample explanation
- 3 Propose product and service
- 4 Present the commercial conditions
- 5 Ordering process
- 6 Service delivering

Product Sales Guide

Tapes & Adhesives

Problem	VHB	Problem	Duct Tapes	Problem	Vinyl Tapes
<ul style="list-style-type: none"> In construction, whilst mechanical fasteners can join materials at a single point, there is no way of spreading the stress load across the entire length of the joint. 		<ul style="list-style-type: none"> Construction workers may have a need for a 'quick-fix stick'. However, many tapes do not seal out dust and dirt, whilst keeping their adhesive properties. Workers may also need to tag and show trip hazards in an effective manner. 		<ul style="list-style-type: none"> Construction sites can become dangerous places if hazards are not correctly tagged, resulting in workplace injury. Many tapes are not able to conform to a variety of surfaces, and lose their stick over time. 	
<p>Solution</p> <ul style="list-style-type: none"> 3M™ VHB™ Tapes withstand wind, heat, cold, sway and vibration, making them a perfect replacement to screws, rivets, welds and silicones. The elastic products of the tapes also help to absorb shock and flexing. 		<p>Solution</p> <ul style="list-style-type: none"> Available in a wide selection of colours, 3M Duct Tapes work well for process tagging, marking, highlighting hazards, colour coding, identification, and enhancing decor. The tapes tear easily, across or down, without curling. 		<p>Solution</p> <ul style="list-style-type: none"> 3M Vinyl Tape is highly conformable, making it easy to apply to curved areas as well as rough or uneven surfaces. Available in many distinctive colours, Vinyl Tapes are used to clearly mark lanes, corridors and hazardous or no-go areas in factories, warehouses, and hospitals. Using vinyl tape for lane marking instead of painting eliminates the need to ventilate paint solvents. 	

Typical sales cycle



- 1** Discussion about application and practicality
- 2** Demonstration and sample explanation
- 3** Propose product and service
- 4** Present the commercial conditions
- 5** Ordering process
- 6** Service delivering