

# Food & Beverage Manufacturing

**3M ANZ**  
**Vertical Markets Playbook**



# Introduction

The manufacturing industry consists of many sub-industries, inclusive of food & beverage manufacturing. Food & beverage manufacturing is the process of taking raw, inedible materials and using equipment and machinery to produce the products that we see on our supermarket shelves.

The purpose of this Sales Guide is to assist our sales professionals in finding, keeping and winning business in the manufacturing and food & beverage processing vertical.

Good luck!



# Food & Beverage Manufacturing

3M Australia  
Vertical Markets Playbook

Industry Overview



# Customer Profiles

Companies that focus on processing completely raw materials into basic products

## Primary Manufacturers

## Secondary Manufacturers

Companies that focus on processing basic and/or already processed products into more complex products

- Process large amounts of agricultural product
- Responsible for health of the farming industry and for the availability of materials used by secondary manufacturers

- FSANZ strict restrictions for traceability along the food supply chain in every commodity
- Company regulations for PPE and safety processes

- Most Common: Respiratory, Hearing, Head and Eye, spills & burns, slips & falls
- Opening for discussions on more conceptual safety issues and more technological solutions

- Criteria: Regulation attainment, productivity, comfort.



- Combining ingredients to change their properties and create edible foods
- Responsible for the production and supply of supermarket-ready products

- FSANZ additive, processing & packaging regulations
- Company regulations for PPE and safety processes

- Secondary manufacturers have the same risks as primary manufacturers, but are more prone to chemical exposure and spills due to the higher level processing procedures

- Criteria: Regulation attainment, productivity, comfort.

# Quality & Safety Coordinator

## Food & Beverage Manufacturing

Phone: 1300 289 773 www.htch.com.au

Email: 3M@htch.com.au

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

My goal is to get my workers home safe after every shift, for each worker to be accountable for safety on the job site, and not to be seen as 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 and my workplace is up to standard.

The many tasks include safety and worker compliance, identification of potential on-site hazards for accident avoidance, meeting country/local/company standards and regulations, training, reporting, audits 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.



### Role

- Safety may not be their only responsibility, but are often key safety decision maker
- Feel strong responsibility to protect employees and contractors
- Proactively look for solutions
- Want to be perceived as experts within their organization
- Compliance plans and audits
- 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
- Want to minimize risk
- Emotionally & rationally justifies paying more for quality products
- Interest in staying updated on new solutions, regulations and best practices
- Values products that meet high standards

### Key Challenges

- Preventing the occurrence of accidents/mitigating risk
- Training employees adequately and ensuring compliance
- Keeping up to date with new standards/regulations and what their responsibility is
- Achieving a balance between safe practices, time for training and productivity



# Other Stakeholders

There are other important stakeholders that must be considered in a relationship with a food & beverage manufacturing company. In some companies, these stakeholders could have more influence on new safety solution introduction than the quality and safety coordinator.

## Plant Manager

- Directs and co-ordinates the activities of the plant
- Coordinates activities around installing and repairing of machinery
- Always on the hunt for new, technologically advance solutions
- Has to make sure all processes are in line with industry regulations
- Takes control of purchasing and financial decisions

## Production Manager

- Manages production schedules and processes
- Trains supervisors and looks after targets and KPI's
- Expected to help the plant manager in upholding existing regulations
- Has intention to improve systems, protocols and processes in the company
- Manages stakeholder relationships
- Wants to make sure that things are getting done as fast as possible within regulation

## Department Supervisor

- Similar job role to the production manager, but on a lower level managing lower-level employees
- Has a focus on upholding standards in the workplace
- Likes everything to be clean and compliant
- Recommends and tests new products
- Sometimes finds it difficult to have their innovations recognised by the company and management

## Plant Workers

- 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

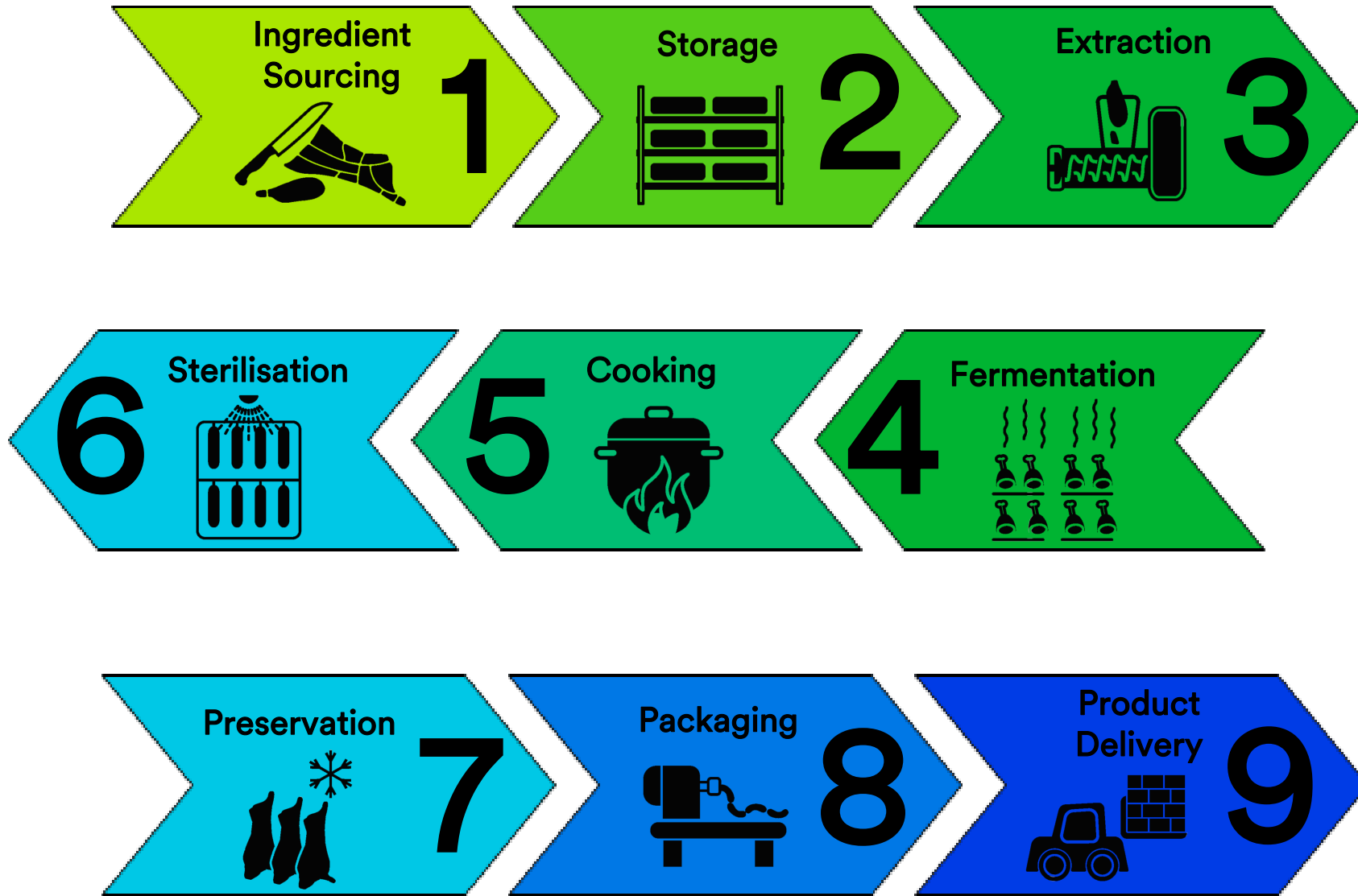
# Food & Beverage Manufacturing

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Vertical Process  
Maps



# Food Manufacturing Process



## Key Categories

### Primary Manufacturing

Primary manufacturing takes raw materials and converts them into edible ingredients and industrial products such as milk and wheat (Steps 1, 2 & 3). 3M products are designed to help manufacturers stay safe during this process and to reduce any hazards.

### Secondary Manufacturing

Secondary manufacturing takes raw materials and ingredients and puts them through processes to create store-ready products (Steps 4, 5, 6 & 7). 3M products are designed to help manufacturers stay safe during this process and to reduce any hazards.

### Packaging

Manufacturers need some way to keep their product contained when selling to retailers, whilst also keeping the shelf-life of the product and protecting against contamination (Step 8). 3M products are at the forefront of product packaging, and the range of tapes, adhesives and packaging products can get the job done right every time.

### Maintenance & Utilities

Food manufacturers use large, complex machinery to move through the manufacturing process. This industry is also susceptible to messes and spills, and needs consistent maintenance to ensure that the plant can function consistently.



# Beverage Manufacturing Process



## Key Categories

### Primary Manufacturing

Primary manufacturing takes raw materials and converts them into edible ingredients and industrial products such as milk and wheat (Steps 1 & 2). 3M products are designed to help manufacturers stay safe during this process and to reduce any hazards.

### Secondary Manufacturing

Secondary manufacturing takes raw materials and ingredients and puts them through processes to create store-ready products (Steps 3, 4, 5 & 7). 3M products are designed to help manufacturers stay safe during this process and to reduce any hazards.

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### Maintenance & Utilities

Beverage manufacturers use large, complex machinery to move through the manufacturing process. This industry is also susceptible to messes and spills, and needs consistent maintenance to ensure that the plant can function consistently.



## Risks / Needs



Due to the nature of food & beverage processes & packaging, workers are at risk of flying objects and pressurised explosions that may damage the eyes if unprotected.



During manufacturing processes in food and beverage workers can be exposed to organic material, gases and vapour particles. If unprotected, these can cause serious damage to the throat and lungs.



Loud machinery is often used during many applications in manufacturing, and workers risk serious, permanent damage to hearing if ears are not protected.



To avoid food contamination, workers must ensure that the colour of their PPE stands out (blue). They may also use a metal-detectable solution.



Because of the processes involved in the food & beverage industry, workers are at risk of falling items and pressurised explosions.



Machinery and large storage containers need maintenance in the manufacturing plant. Workers can be at height and have risk of serious falls and injury.

## 3M Solutions

### Body



Riggers Harness  
TR-819  
M-306

### PPE



HC23 Bump Cap  
SecureFit 400  
Corded Plugs Blue  
X4A Earmuffs  
9422+  
7535 Kit



# Secondary Food & Beverage Processing



## Risks / Needs



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### PPE



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Because of the processes involved in the food & beverage industry, workers are at risk of falling items and pressurised explosions.



During packaging processes there is a need for strong and reliable materials to make the process as safe and efficient as possible.

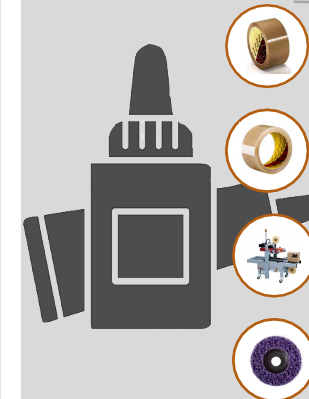
## 3M Solutions

### PPE



HC23 Bump Cap  
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9422+  
7535 Kit

### Application



Packaging Tape  
Case Sealer  
Abrasives



# Food & Beverage Manufacturing

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Vertical Markets Playbook

Product Sales Guide





## ! Problem

Head

For people working in busy plants there is potential for head injuries from falling objects, flying/swinging objects, overhead hazards, electrical hazards and much more.

## - Solution

3M Bumpcaps are a fashionable and lightweight solution, specifically designed for compatibility with other PPE solutions. It also protects workers from knocks, bumps and lacerations.

## ! Problem

Eye

Plant workers can be exposed to flying particles, small objects and sparks whilst on the job. These can be mechanical or thermal in this industry.

## - Solution

3M Safety Spectacles are designed to protect workers from hazardous object contact and dangerous particles and pieces in a stylish and comfortable way.

## ! Problem

Face

Workers who are moving, processing and combining materials and ingredients can experience splashes, chemical sprays and mechanical faults.

## - Solution

3M Visors are durable, high impact, heat and chemical resistant, and reduce the potential impact of flying pieces, particles, sparks and splashes.

## Typical Sales Cycle



3M™ HC23 First Base 3 Bumpcap



3M™ SecureFit™ Protective Eyewear 400 Series



3M™ Polycarbonate Visor

**1** Discussion with customer about application and practicality

**2** Propose product and service with a demonstration

**3** Present the commercial conditions

**4** Ordering process

**5** Service delivering





## Problem

Most food & beverage industries have processes which create high noise levels that exceed the 80dB and 85dB action levels.

For example, noise levels of 85-89dB can occur in bakery, dairy and confectionery industries, whilst noise levels of 100dB are not uncommon in milking and the meat industry.



## Consequence

Without proper protection, workers risk damaging their ears and hearing.

Long term exposure to loud noises can cause serious damage to the ears, including tinnitus and hearing loss.



## Solution

3M has a range of metal detectable personal protection equipment which helps prevent the contamination of food.

Many of the products are reusable to save expenditure over time as well as being comfortable to wear.

There are also spares and accessories available to keep protective equipment clean and hygienic.



## Open a Call

- What food & beverage industry are you working in?
- Are you working around loud machinery?
- Do you require a hearing protection solution that minimises food contamination?

## Typical Sales Cycle



3M™ E-A-Rsoft Yellow Neon Metal Detectable Corded



3M™ Headband Earmuffs X4A



3M™ E-A-Rsoft Metal Detectable Corded Blue

1

Discussion with customer about comfort and compatibility

2

Propose product and service with a demonstration

3

Present the commercial conditions

4

Ordering process

5

Service delivering

### ! Problem

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.

### /// Consequence

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.

### 💡 Solution

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.

### 💬 Open a Call

- 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™ 9422+ P2 Particulate Respirator



3M™ 8210 Cupped Particulate Respirator

1

Discussion with customer about comfort and compatibility

2

Propose product and service with a demonstration

3

Present the commercial conditions

4

Ordering process

5

Service delivering





### Problem

There are many processes and applications in the food and drink industry which could cause a variety of respiratory health risks to employees including weighing, dispensing, mixing, serving, cutting, disinfection, filling, labelling/packing, cleaning, transportation in-house and warehousing.



### Consequence

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 cancer.

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.



### Solution

3M Reusable Respirators meet Australian local standards for protection against a range of harmful substances, and are a comfortable choice for protecting workers.

3M Reusable Respirators have a secure facial seal, and are designed to keep out any harmful substances. They are lightweight, cool, and are well-balanced.



### Open a Call

- What type of manufacturing environment are you working in?
- Are you exposed to dust, gases, vapours or other airborne particulates?
- What applications in food & beverage are you involved in?
- Do you require half face or full face protection?

## Typical Sales Cycle



3M™ 6535QL P2 Construction Respirator Kit

© 3M 2020



3M™ 7535 Asbestos/Dust Respirator Kit

1

Discussion with customer about comfort and compatibility

2

Propose product and service with a demonstration

3

Present the commercial conditions

4

Ordering process

5

Service delivering



## ! Problem

There are many processes and applications in the food and drink industry which could cause a variety of respiratory health risks to employees including weighing, dispensing, mixing, serving, cutting, disinfection, filling, labelling/packing, cleaning, transportation in-house and warehousing.

## /// Consequence

Without proper protection, particulates can make their way into the respiratory system of workers and increase the likelihood of respiratory diseases such as asthma, fibrosis, silicosis and pneumoconiosis.

## 💡 Solution

3M Powered Air Units and Accessories adhere to Australian local standards for protection against harmful substances and are a comfortable choice for protecting 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.

## 💬 Open a Call

- What type of dusts and particulates are you exposed to?
- Are you exposed to vapours and gases?
- Are you working in confined space?
- Will you require other PPE equipment (helmets, hearing etc.)?

## Typical Sales Cycle



3M™ Versaflo High Impact  
Helmet M-306

© 3M 2020



3M™ Versaflo Starter Kit  
TR-819A

**1** Discussion with customer about comfort and compatibility

**2** Propose product and service with a demonstration

**3** Present the commercial conditions

**4** Ordering process

**5** Service delivering

## ! Problem

Confined spaces present some of the most challenging environments for any health & safety professional. From potentially toxic atmospheres to physically hazardous conditions such as extreme temperatures, unstable materials, or potential for falls.

## /// Consequence

Without correct confined space and fall protection equipment, workers can risk serious injury and potential death.

Workers can face a series of hazards including heat, impact, falls, engulfment, oxygen deficiency, toxic chemicals and combustible dust.

## 💡 Solution

3M is a complete solution provider, with fall protection and confined space solutions that are lightweight and modular to help ensure portability and meet the evolving needs of the workplace.

## 💬 Open a Call

- Do you have confined space in your workplace?
- Are workers completing jobs at height?
- Which potential hazards are your workers exposed to?

## Typical Sales Cycle



3M™ Exofit Nex Riggers Harness



3M™ Protecta Pro Adjustable Lanyard

1

Discussion with customer about comfort and compatibility

2

Propose product and service with a demonstration

3

Present the commercial conditions

4

Ordering process

5

Service delivering





## Problem

### Box Sealing Tapes

Choice of tape for the food and beverage industry is extremely important, as choosing the wrong kind can cause inefficiency, expense, breakage and potential physical harm. To optimise the sealing of boxes and packaging, tapes need to have sufficient adhesion, strength and ease of use.



## Solution

3M delivers quality tapes that can keep production lines moving with less interruption and ensure packages are sealed on arrival. With choices of polyester or polypropylene backings and synthetic rubber or acrylic adhesives, you have dependability for a wide variety of box types, sizes, contents, handling situations and storage conditions.



## Problem

### Box Sealing Machines

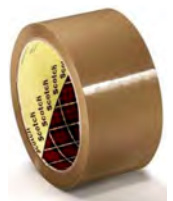
Today, companies need to be fast and flexible in every phase of their operations - and that includes end of line packaging. Manufacturers and distributors need packaging flexibility and speed to stay one step ahead of the competition.



## Solution

3M Box Sealing Machines are tough and durable, to make sure are sealed swiftly and reliably, shift after shift. Plus, expanded box size capacity and interchangeable taping head allows you to change as your business changes, boosting productivity, cutting costs, and keeping business nimble.

## Typical Sales Cycle



3M™ 371 Box Sealing Tape



3M™ 700A/R Box Sealing Machine



3M™ 311 Box Sealing Tape

**1** Discussion with customer about application and practicality

**2** Propose product and service with a demonstration

**3** Present the commercial conditions

**4** Ordering process

**5** Service delivering



## 3M Australia Vertical Markets

### ! Problem

Cleaning

Workers may have a need to prepare surfaces, including production lines, and remove any dirt or substrate. Without the correct disc, this process can be lengthy and inefficient, increasing labour time and affecting final outcome.

### 💡 Solution

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.

### ! Problem

Cutting

Workers on the production line may come across a need to cut sharp metals and packaging materials. 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.

### 💡 Solution

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.

### ! Problem

Grinding

Workers may come across a need to remove unwanted area or material on a surface. Without the correct grinding disc, workers have an increased likelihood of personal injury and/or damage to the surface.

### 💡 Solution

3M Grinding Wheels are 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 wheels work well on almost all materials.

## Typical Sales Cycle



3M™ Clean & Strip Pro XT-DC



3M™ Cubitron II Fibre Disc



3M™ Cubitron II Cut-Off Wheel

**1** Discussion with customer about application and practicality

**2** Propose product and service with a demonstration

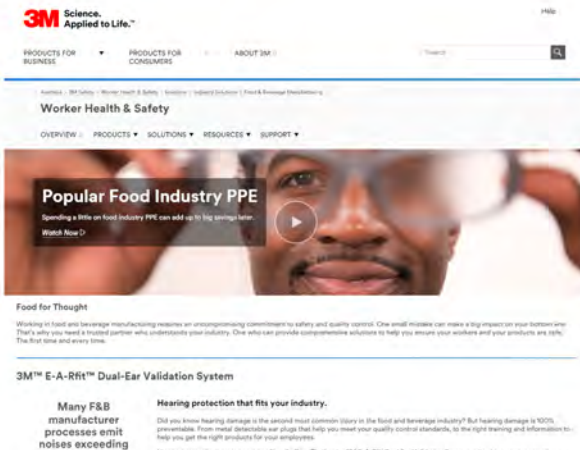
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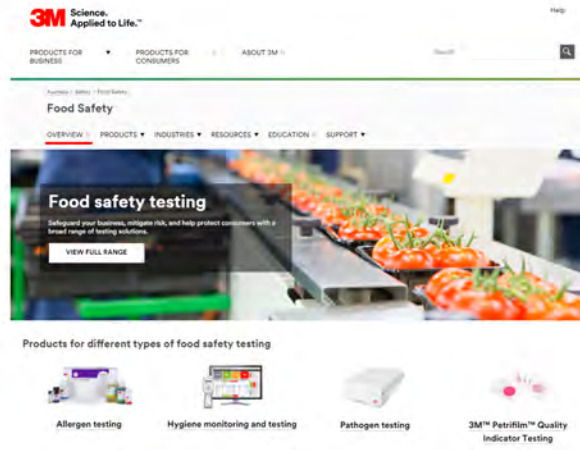
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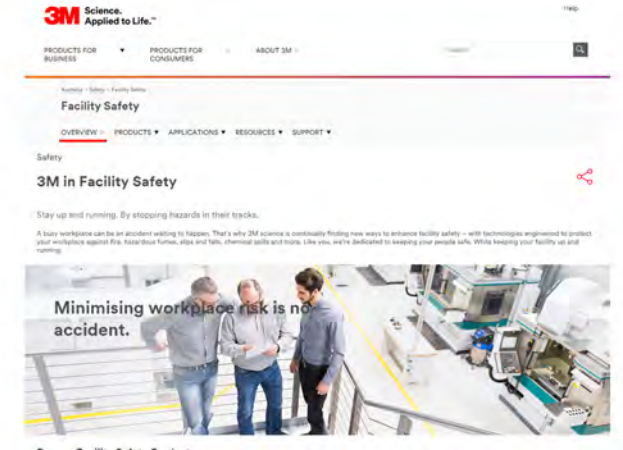
Throughout 3M there is a wide range of vertical market resources. Explore the following to discover even more Food & Beverage industry solutions.



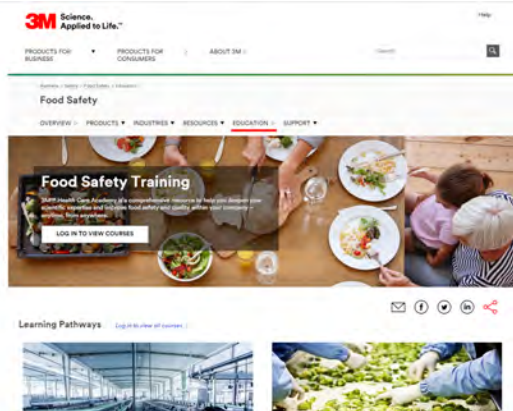
Food Industry PPE



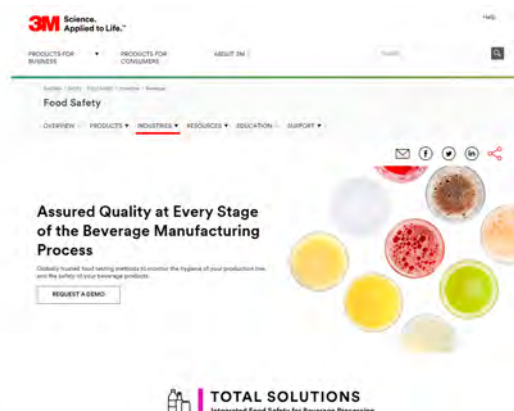
Food Safety Testing



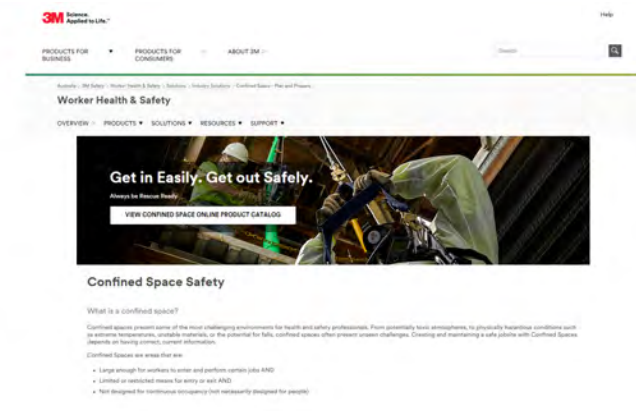
Facility Safety



Food Safety Training



Beverage Manufacturing



Confined Space Safety