



The Power of a Hug

The 3M™ Bair Hugger™ Normothermia System



It's an interesting paradox. Surrounded by advanced designed to provide quality care, often it's just a warm hug from a family member or friend that means the most to a surgical patient. A simple embrace that can help make the world right again.

Who we are

The emotion and warmth conveyed through a hug has always been at the heart of what we do. Since its launch in 1987, the 3M™ Bair Hugger™ system has helped more than 200 million surgical patients experience the comfort and clinical benefits of the warmth provided by our technology. The Bair Hugger blanket system is the most studied patient warming product, with its clinical benefits, efficacy and safety well-documented in more than 170 studies.

Identifying and addressing unmet clinical needs has led to the broadest forced-air warming blanket portfolio in the industry and spurred the development of game-changing technologies like the 3M™ Bair Paws™ system and the 3M™ SpotOn™ temperature monitoring system. We continue to make substantial investments in innovative normothermia solutions for both general and specialized surgical applications.

The Bair Hugger, Bair Paws brands joined the 3M family in late 2010, and that relationship—along with an extensive and growing product portfolio, and the continuously evolving global healthcare market—provided a great opportunity to significantly strengthen our warming portfolio's global brand identity.

Where we're headed

Following comprehensive customer research with our customers—including anesthesiologists and nurses from across the globe—we identified an opportunity to embark on a transformation from singular product families into one unified normothermia solution. Moving forward, the Bair Hugger system, Bair Paws system and SpotOn system will move from three individual product lines into one cohesive brand—the Bair Hugger normothermia system.

The feedback from our customers went beyond facts and into their emotional connection with the brand - something too often taken for granted but so important to a brand's identity. We also examined the patient's experience with the Bair Hugger brand, exploring a range of iconography around important concepts like warmth, comfort, technology and superiority. Again what became evident was the opportunity to strengthen the emotional connection to the brand.

The idea of a hug is universal and powerful, and it captures the essence of what a clinician provides to their patient. When patients are vulnerable to a world of the unknown—as they typically are at the start of a surgical procedure—the warm, caring actions of their doctor or nurse can make a world of difference.

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Chris Claypool, 3M Global Design Manager, remarked, “The bear hug was the perfect icon to represent the Bair Hugger brand. Our challenge then became finding the right bear, one that was immediately recognizable in silhouette on a global scale and conveyed strength, warmth and charm”.

Tony Shidla, Creative Director at Baker Design, the agency tasked with the brand mark transformation, explains, “It couldn’t be a North American black or brown bear, or a polar bear, koala, or panda, but one that is universal to all cultures on all continents, so we took a range of bear styles into testing with our target audiences”.

According to Shidla, the new brand mark borrows the lines from several species of bears and depicts the nurturing hug of a mama bear embracing her young one. The soft lines convey caring and the signature purple coloration of the Bair Hugger brand identity and products is the perfect balance between warm and cool, red and blue.

The new face of patient warming is already a trusted friend. We are excited to introduce our customers to the new brand.

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