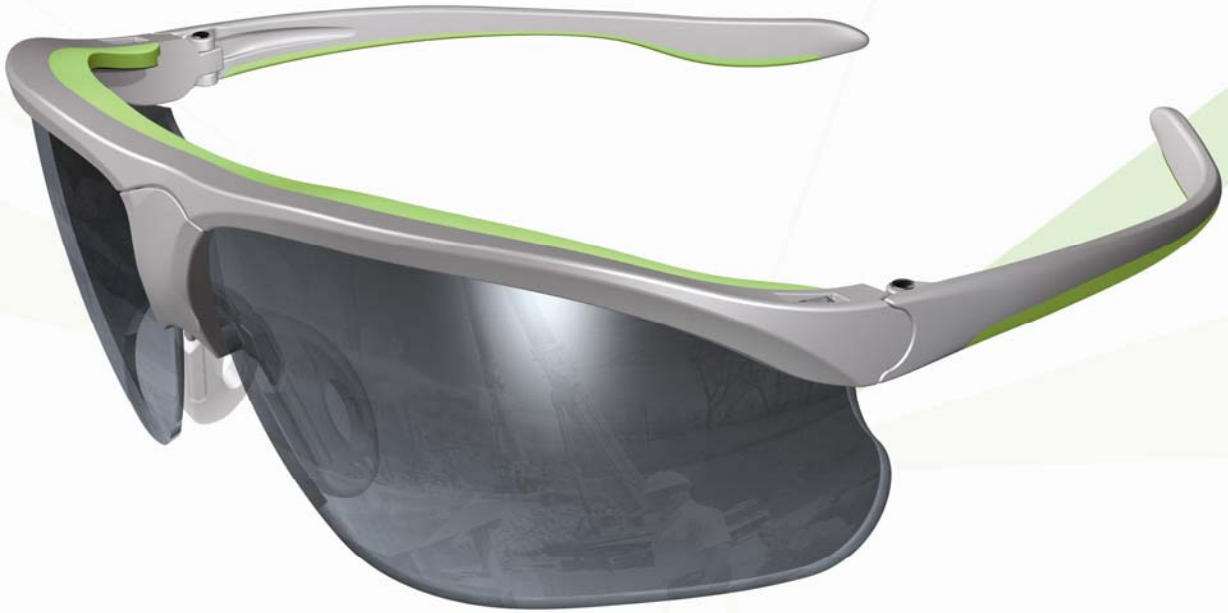


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# Innovation Begins With **Insight**



## Aearo Safety

and Insight PD teamed up to create new safety glasses that would regain dominance in a category that had long been viewed as a commodity. Preliminary product definition yielded an overarching direction that ensured user compliance and made the product stylish and easy to manufacture. The MAXIUM product line features unique heat channels that eliminate fogging as well as pantoscopic facial adjustments for a customized fit and added protection. Their unique curved lens geometry gives users better clarity and less distortion, while also providing a lighter feel and appearance. This project received an IDEA silver award.



 **sight**  
product development

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