

PRODUCT DEVELOPMENT STRATEGIES

WARREN JOHNSON, SENIOR MARKETING & COMMUNICATIONS MANAGER, LIFT SAFETY

Some product design ideas used in the industrial channel were first used in unrelated industries. For example, LIFT Safety has the unique opportunity to leverage product design and development ideas from its sister brand EVS Sports, which has been producing premium protective products for use in the motocross, off-road, street motorcycling and SxS/UTV space for more than 30 years.

"We often look to emerging design trends and innovative materials that are being utilized in the motorcycle industry to further elevate our product development strategies with our LIFT Safety products," says Jason Barnes, vice president of product development.



conceptual design synergies implemented via our EVS Sports heritage. It's a true work of art that uniquely blends innovation, style and protection," Barnes says.

"There's tremendous end-user crossover between the world of powersports and the industrial safety products consumer. We know through market research and focus group analysis that the construction worker, plumber, electrician or any other skilled laborer who wears safety related products while on the job is a powersports enthusiast. Our EVS Sports heritage further connects our product competencies to our core target audiences across all of our brands," says Warren Johnson, senior marketing communications manager.

Innovation, functionality, comfort, styling and, most importantly, safety, are the main product development objectives that we focus on when developing new products and bringing them to market. "The new Dax Hard Hat is a great example of leveraged product innovation and

The end result is that LIFT Safety customers get a level of product quality and a connection to the brands quite unique in the industrial safety products space.



JOHNSON

MULTI-HAZARD HAND PROTECTION TREND

RANDAL FISHER, VICE PRESIDENT OF MARKETING, BLACK STALLION INDUSTRIES

A significant trend that continues to guide the design and construction of many of our new Black Stallion gloves is the need for multi-hazard protection.

Safety managers and other safety professionals are challenged more than ever with protecting workers in multi-hazard environments. To meet the need, they are requesting gloves that offer protection from several threats and that are compliant or certified to multiple industry standards. Their expectation is that these gloves will still provide an acceptable level of both dexterity and comfort.

While safety is the top priority, the use of multi-hazard protection gloves can also be a budget consideration.

One multi-hazard protection glove can take the place of two or three gloves that offer only limited protection. Workers are able to move through different projects, crossing diverse applications, without having to change out their gloves, potentially saving both time and money.

Several of our new Black Stallion gloves address the need for multi-hazard protection. Our new 91CRI Grain Cowhide Drivers Glove is ANSI 105 certified to Cut Level A6 (EN388 3534), is NFPA 70E certified to PPE Category 4 (ATPV 54 cal/cm²), and includes enhanced-visibility impact-resistant TPR pads. Designed primarily for the oil & gas industry, the glove also has applica-

tion in the construction, fabrication, transportation, general industrial and electrical utility markets.



The multi-hazard hand protection trend has even permeated niche categories. For example, we now offer specialty welding gloves that include both cut and impact protection elements.

The need for multi-hazard hand protection is already shaping our glove design decisions. As work environments continue to evolve, Black Stallion will respond with even more innovative gloves that meet new demands and improve the safety of workers.



FISHER

LOOK FOR THIRD-PARTY TESTING

KATIE MIELCAREK, MARKETING MANAGER, GATEWAY SAFETY

Distributors selling personal safety equipment know employers are looking for reliable products that will protect their employees in hazardous conditions. But oftentimes it can be hard to identify which products are actually made with quality materials and are going to stand up to such hazards, because neither ANSI nor OSHA tests or certifies PPE. Unfortunately, many safety manufacturers cut corners in regards to quality in attempts to be the lowest seller. This results in low-quality, under-performing "safety" products in the market.

The confusing part of this is that many of these underperforming safety products are still marked

with a standard that says differently. Safety glasses are nearly always marked with "Z87+", even those that are made with low-quality materials. When these products are measured against ANSI Z87.1 performance requirements, they frequently fail (optical quality and/or impact resistance). Distributors should be cautious about what they are buying and be aware that in many instances, a safety standard mark on a product (ie Z87+) does not mean that it actually passes that standard's requirements.

To steer clear of these products, distributors should look for those that are independently, third-party tested by verified sources (i.e., accredited

laboratories). Safety products, such as eyewear, that are third-party tested will usually have a testing body's logo imprinted right on the product. Or, call the manufacturer directly and inquire about their third-party testing procedures to verify quality.

Partnering with a manufacturer that takes the extra step to ensure quality and performance through third-party testing will give industrial distributors peace of mind about the products they are selling. Plus, this independent verification is an invaluable sales tool when assuring an employer they are buying the right PPE from the right source.



MIELCAREK

YOUR WEEKLY E-NEWSLETTER FROM INDUSTRIAL SUPPLY MAGAZINE

WEEKLY

Subscribe

to our weekly e-mail newsletter

Keep up to date on:

- > Current industry news
- > Upcoming events
- > White papers
- > Thought-provoking articles

www.IndustrialSupplyMagazine.com

GEMTEX **Ceramic Ultra-X** **NEW**

New Fibre Discs Manufactured Utilizing High Quality Ceramic Grain and a Finer Crystalline Structure

FREE Samples!

Resin Fibre Disc

Mini Resin Fibre Disc

- Unique mineral fracture provides longer life.
- Higher metal removal rate at faster cutting speeds.
- Ultra-X grain provides self-sharpening effect.
- Top-Sized results in less friction.
- Lower grinding temperatures.
- Excellent cost/performance ratio.
- Reduction in metal discoloration/oxidation.
- Minimal heat related stress cracks.
- Reduced loading and glazing.

Made in North America

See website for full product line.

www.GemtexAbrasives.com