



MCR Safety is committed to consistently performing as a PPE market leader. As per our vision, "Exceeding Expectations... Protecting Your Quality of Life", we will fulfill our commitment by:

**Delivering our customers the best total cost solution:**

Our assortment of PPE offerings includes hand, eye, hearing, respiratory, clothing, and foot protection. These offerings are differentiated by the number of features which contribute to our assorted price levels of premium, plus, and value. Consider our Professional Grade PPE offerings which are engineered to provide the highest level of innovation for consumers that demand the very best in safety. Vertical integration of leather, string knit glove, and protective eyewear manufacturing assures consistent quality and competitive pricing. We currently manufacture approximately 50% of our hand protection, protective clothing, and protective eyewear offerings.

**Support our Distributors with exceptional resources:**

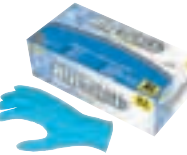
- ✓ Three distribution facilities - Tennessee services most of our 9 adjoining states with next day LTL service. California also services the west coast with next day service. Pennsylvania provides overnight service to 15 northeastern states.
- ✓ Sales Team - Sales Managers, Product Specialists, and Customer Service collectively service our customer needs and provide unmatched PPE expertise.
- ✓ SafetyLine newsletter - Market conditions for all PPE categories, safety posters and new product introductions are included on a quarterly basis to our distributors.
- ✓ MCR Safety web site - Significant investments in technology are reflected by the many automated services that are available 24/7 from our [www.mcrcsafety.com](http://www.mcrcsafety.com) web site.
- ✓ Independent Manufacturing Representative Groups - Additional sales support nationwide.

**Provide marketing tools:**

- ✓ Private labeling - Our catalog, sales literature plus most of our PPE product offerings and accessories.
- ✓ Product image library - log in and download our product images, logos, and model shots in the format(s) you choose.
- ✓ National advertising - Industrial and safety trade journals, magazines, and web sites.
- ✓ Trade show participation - NSCE, ASSE, World of Concrete, and various regional shows
- ✓ Lead management service - Online access for prompt sales lead fulfillment.
- ✓ Trade Associations:
  - o Afflink/SafetyLink [www.afflink.com](http://www.afflink.com)
  - o Affiliated Distributors [www.adhq.com](http://www.adhq.com)
  - o National Safety Council (NSC) [www.nsc.org](http://www.nsc.org)
  - o Industrial Glove Association (IGA) [www.iga-online.com](http://www.iga-online.com)
  - o International Safety Equipment Association (ISEA) [www.safetysafetyequipment.org](http://www.safetysafetyequipment.org)
  - o Safety Equipment Distributors Association (SEDA) [www.safetycentral.org](http://www.safetycentral.org)

**Product knowledge expertise:**

- ✓ Online Product Document Library - Specification sheets, sales sheets, and other helpful literature.
- ✓ Online Training - Training modules for distributor sales and customer service personnel with quantitative test scores.
- ✓ Online Product Reference Library - A comprehensive collection of all our PPE products with features, styles, sizes, and colors available.
- ✓ Online Cross Reference - Search by style numbers for recommended equivalent PPE competitive offering.
- ✓ Online Permeation Guide - Recommended PPE offerings for chemical environments
- ✓ Field sales training - In house distributor training.
- ✓ PPE training - Hands on training for all of our PPE offerings.



Authorized DSM Dyneema® supplier  
Dyneema® is a registered trademark of Royal DSM N.V.

DuPont licensed manufacturer of Kevlar®

To contact a sales representative or for customer service assistance – 1-800-955-6887 or [www.mcrcsafety.com](http://www.mcrcsafety.com)



**Call Toll Free: 1-866-711-4673**

[WebSales@GoodyearRubberProducts.com](mailto:WebSales@GoodyearRubberProducts.com)

**We Ship World Wide**