

# The Safety Gazette

The Quarterly Newsletter of Gateway Safety®

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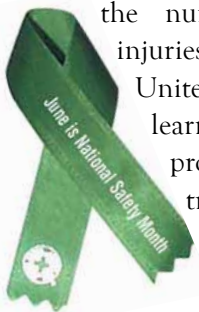
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## National Safety Month

The National Safety Council declared June as National Safety Month. As a safety professional, be sure that you're doing your part to help raise awareness about this month's message by selling, promoting and WEARING quality PPE products. The NSC shares daily tips for people to help reduce the number of preventable injuries and deaths in the United States each year. To learn about methods of promoting safety and to track your own efforts online, visit them at

[www.nsc.org](http://www.nsc.org).



## New Product Introduction: Varsity™ - The First String in Stylish Safety Eyewear

June 2010 - Gateway Safety continues its plan to bring its distribution partners new and innovative safety products by proudly introducing a new line: Varsity™ safety eyewear. Varsity's unique, "V-shaped" temples set it apart from other eyewear in style. However, its comfort features and all around impact protection make it a good fit with other popular Gateway Safety eyewear products.

"Varsity scores big as a new cost-effective, yet stylish eyewear product that people can really get excited about," says Matthew Love, Vice President at Gateway Safety. "With June being National Safety Month, this is a great time to show off Varsity's great features and unique design."

Varsity's light weight - weighing in the same as the StarLite® - ensures all-day comfort for wearers. A soft, adjustable nosepiece offers a custom fit for different sized facial profiles and helps reduce slippage. A large, one-piece, wraparound polycarbonate lens provides complete protection.

Varsity is available in most standard lens colors, including clear and gray anti-fog options, orange and a new vermilion option - a reddish/pink shade that helps sharpen visual acuity and provide contrast, similar to the



amber lens.

"Expectations for Varsity are very high," says Love. "Distributors who invest in the line early will enjoy the benefits of being first to market with a one-of-a-kind eyewear product."

Varsity meets and exceeds ANSI Z87.1+ and CSA Z94.3, and blocks more than 99.9% UV-A, B and C light. Varsity will meet most budgets - a truly cost-effective product that will lead your team to victory.



To order or request a sample of the new Varsity, or for more information, please contact Gateway Safety's Customer Service Department at 216-889-2000.

## Product Feature: Serpent™ Head Protection

With the summer months upon us, people typically look forward to more outdoor activities - sporting events, picnics, and trips to the neighborhood pool. However, the hot summer months don't always mean more fun. For workers who face outdoor jobsites, summer means hours spent in the sweltering daytime heat. Heat stress can be a real threat to these outdoor workers. And wearing semi- or non-permeable PPE can even increase the potential danger of overheating.

Using a vented hard hat - like the Gateway Safety Serpent™ - can help minimize heat buildup under the shell of the helmet. The Serpent features a CoolSense™ Air Flow System, which

consists of six vents along the peak of the helmet. These vents allow rising heat to escape, keeping a worker much cooler than a traditional, unvented helmet. A soft, cushioned brow pad also helps by absorbing sweat and moisture.

Serpent also helps increase compliance because workers will be more likely to keep it on due to the venting, as well as several comfort and style features. A soft, six-point nylon suspension system provides added comfort, with exceptional impact absorption. Serpent is available with a pin-lock or ratchet suspension system and - in case of wet weather - a trough helps direct rain off a worker's face.

Serpent is available in ten different colors, including several hi-viz options. It is a Type 1, Class C helmet.



## Protecting Your Valuables: Traumatic Brain Injury Statistics

About 1.7 million people suffer traumatic brain injuries in the United States every year. A new report from the Center for Disease Control and Prevention (CDC) says traumatic brain injuries kill about 52,000 people annually and result in 275,000 hospitalizations. Most of these injuries are caused by a bump, blow, or jolt to the head severe enough to disrupt normal brain function.

Wearing a hard hat while on the jobsite is common sense for many. Yet statistics show that most workers who suffer impact injuries to the head are not wearing head protection at the time of injury. Employers should make sure their workers are wearing a quality hard hat with these important protective features:

- A rigid external shell that resists and deflects blows to the head.

- A suspension system inside the shell that acts as a shock absorber.
- If working around electricity, the helmet should be classified as Class E to serve as an insulator against electrical shocks.
- A partial or full brim to shield against additional splashes, spills, and drips.
- Possible modification features to attach a face shield for additional protection if appropriate.

According to the CDC, road traffic injury is the second leading cause of traumatic brain injuries (falls are number one), and results in the highest percentage of deaths, 31.8%. Wearing a safety helmet in a bright, hi-viz color that will be noticed by drivers can be a smart choice for road workers.

People who experience injuries to the head may have short or

long-term consequences that affect their thinking, perception, language, or emotions. Share these frightening statistics with your customers. If they're not encouraging head protection on the job now, maybe these facts will knock some sense into them.

### Annual Traumatic Brain Injury Results



Source: Center for Disease Control and Prevention

## Face In The Crowd: Lisa Cruz

Lisa Cruz is the newest 'Face in the Crowd' at Gateway Safety, joining the Customer Service team in March. Although she comes to Gateway Safety from outside the safety industry, she brings with her a wealth of customer service experience. Lisa spent eight years working in customer service for a large service organization and also at one of Graybar Electric's largest branch locations. "We found this combination of customer service and industrial distribution experience quite appealing," explained Michael Love, Gateway Safety's President.

Without a background in safety, Lisa had to undergo an extensive, yet accelerated, training process. "I've loved learning about the safety industry and safety products, in general," she said. "I never really gave much thought to the standards that make a work environment safe. Now, I see how important personal protection equipment really is for workers - in a variety of different work environments - especially with a husband that's a police officer."

As part of her training, Lisa was

exposed to a variety of functional activities inside Gateway Safety, including warehouse tasks such as order picking, packaging, and even shipping. "It's been great helping out wherever I'm needed," Lisa said. "I'm really excited about what I've learned in other departments. That invaluable experience will help me respond quickly and correctly to the needs of our customers." Love agrees with that assessment. "Between her prior work experience and her accelerated training," he explained, "Lisa should have no problem understanding the unique requirements of our distribution partners and exceeding their expectations."

In her free time, Lisa enjoys shopping and visiting local parks with her family. She and her husband, Rob, have two sons - Logan, six, and Conner, four.



## Customer Story: StarLite® SM Gumballs™ a Hit with Four-Year-Old...and Mom!

Sandy Sewell of Bellingham, Washington, recently found out her four-year-old son, Carter, is legally blind in one eye. Carter's doctor told her he would need to wear safety glasses to protect his "good" eye, and Sandy turned to StarLite® SM Gumballs™ for a solution that would be safe...and fun.

"He really loves that he can pick out his favorite color every day, and all his friends at school think they are 'really cool,'" says Sandy. Carter wears his StarLite SM Gumballs, which are 10% smaller than the original, all day, every day without any complaint, sometimes even forgetting he has them on at bedtime, she says.

"I have had a lot of other moms asking

where to find these glasses for their kids when they are working on different projects. I am so thankful that I found glasses he'll wear that are affordable, comfortable, and have the protection we need to keep my boy's eye safe."



Carter Sewell, sporting the StarLite SM Gumballs

## Check Your Calendar...

Come check us out at this upcoming show!



VPPPA Expo

August 23-25, 2010

Orlando, FL

Booth #538

For more information, visit  
[www.vpppa.org](http://www.vpppa.org)

## What We've Been Up To...



Gateway Safety recently exhibited at the ASSE Safety 2010 show in Baltimore. Attendees who stopped by the booth were introduced to the newest Gateway Safety products: Varsity™ and Cover2™, and both generated a lot of excitement. You may want to be ready for end user requests for both of these new products in the near future, if you haven't had some already!





11111 Memphis Avenue  
Cleveland, OH 44144

Phone: 216-889-2000  
Toll Free: 800-822-5347  
Fax: 216-889-1200  
E-mail: [info@GatewaySafety.com](mailto:info@GatewaySafety.com)  
Web: [www.GatewaySafety.com](http://www.GatewaySafety.com)

## President's Letter

*(Editor) The President was on vacation with his family at press time, but wanted me to share the following message:*

I'm wearing our new Varsity™ safety glasses with a blue mirror lens at Cedar Point today. They are a winner! Lightweight, very comfortable, and great wraparound protection on the roller coasters – my contact lenses aren't burning at all.

They're apparently making the grade on style points, too. Jacob (my eight-year-old) declared they are "awesome, two thumbs up on this one Dad". I think he's right, as two people in the ride lines have asked me about them already – no one believes they are 'safety' glasses.

These are going to be a hot seller right out of the box. Please suggest everyone request a few samples with their next order to see and try for themselves!

Michael Love

P.S. - Please have a safe and happy July 4th weekend with your family and friends!

