

Protection BY Design

Studies show that only 60% of the 20 million employees required to wear eye and face protection actually comply. The consequence of this lack of protection is an increase in eye injuries and their associated costs.

Industry innovations seek to reverse this trend. Gateway Safety, for example, has taken a leadership role in promoting the use of thin, lightweight polycarbonate lenses, as well as special lens coatings, such as anti-scratch and anti-fog, which make the eyewear more

durable, comfortable and functional. Gateway Safety has also driven the industry by producing a number of in-vogue frame designs. "Our designers understand the cutting-edge consumer sunglass industry," explains Matthew Love, director of corporate marketing for Gateway Safety. "It is important to remember that workers are consumers, too."

The success of Gateway Safety's newer products—Fusion™, StarLite™ and Hawk™—is a direct result of the company's focus on developing protective eyewear that workers want to wear. "We have a corporate slogan, 'Where Safety Meets Style,'" said Love. "Any new product must be the perfect blend of fashion and function."

Making good on this commitment is Gateway Safety's latest product introduction, Cobra™. Cobra is loaded with features, including protection in excess of the ANSI Z87.1 standard; a unique, rubberized coating that provides a one-of-a-kind look and feel; soft, flexible earpieces that ensure comfort by eliminating the pinching common to conventional, hard plastic earpieces; and twelve different lens options, each hard-coated to increase the product's durability.

New Technology, New Service

In addition to new products, Gateway Safety is also committed to using new technology to improve the transfer of information across the channels between manufacturer, distributors and end-users.

Their new web site, located at www.GatewaySafety.com, features three distinct sections, each designed to meet the needs of three distinct visitor groups: end-users, potential distributor partners, and existing distributor partners.

The Partner Page, designed for current distributors, includes several password-protected features, including online ordering and pricing information. Special pricing opportunities, unique to web orders, will be promoted throughout the year. Another password-protected feature is our online photo gallery. The gallery allows distributors, when developing promotional pieces, to share the investment Gateway Safety has made in quality images.

"Our site offers customer service in a new media environment," says Love.



Hawk™

Cobra™

Starlite™



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