

## **MSA AFRICA CELEBRATES ITS 70<sup>TH</sup> BIRTHDAY**

MSA Africa is celebrating 70 years of being Africa's leading innovator and provider of personal protective equipment (PPE) across industry. Throughout this time, MSA has remained constant and committed to protecting the health and safety of its customers, their families and their communities.

MSA started with the development of the first electrical cap lamp in 1914. The "Edison Electrical Cap Lamp", designed by Thomas Edison, John Thomas Ryan and George Deike, was an ideal substitute to the open-flame candle cap; 25 years after its launch, it had reduced death due to explosion in coal mines by 75%. The cap lamp also allowed miners to work in any position without restraint, as it did not interfere with the free motion of the body.

Since then MSA, focused on launching innovative products that improve safety, has grown to be the leading manufacturer and supplier of respiratory protection products, hearing and communication devices, gas detection instruments, ballistics protection, thermal imaging as well as locally manufactured head-, eye- and face-protection. By combining the expertise of over 250 safety specialists worldwide, MSA is certain to deliver pioneering research and development. Key drivers for the company's research and development initiatives include their rapid prototyping, utilising advanced technology programs and the development of products according to global standards. MSA has also recently received the Outstanding Innovator award

for its 3D New Product Development process from the Product Development and Management Association (PDMA).

MSA's commitment to safety is reflected in its association with safety establishments. MSA Africa is the founding member of the Southern African Protective Equipment Marketing Association (SAPEMA), an organisation that represents manufacturers and importers of PPE and also lobbies on their behalf with authorities and other bodies such as the SA Bureau of Standards.

MSA continues to expand and develop in order to remain the trusted name in safety and to fulfil its desire to introduce new personal safety equipment products that will save lives in the years to come.