

## **MSA AFRICA TURNS HEADS WITH EXPRESSIVE BRANDING**

MSA Africa has once again set the standard for the personal protective equipment (PPE) industry with its customised service, Logo Express. Logo Express consists of an in-house design team devoted exclusively to the process of customising logo orders and producing hardhats for companies looking for a branding opportunity. This allows for faster production time with higher quality graphics at lower costs.

For a minimal fee, customers can have their logos, or other text, printed on a MSA V-Gard® cap or hat. The logo can be placed in four different positions (left, right, front and back) with a choice of up to ten different colours per job (minimum order is 50 units). The Logo Express design specialists can assist the customer with new designs and type, but also offer a range of standard logos to choose from. Logo Express's simulator tool enables customers to view the completed hardhat before manufacturing.

With the implementation of Logo Express, MSA has managed to streamline the embossing process, thus producing superior end results with the lowest possible cost to its customers. Delivery time has been reduced from 36 days to 12, from artwork sign off to the time the order reaches MSA's finished goods stores. The embossing process has been carefully developed to ensure that the artwork does not harm the composition of the hardhat in any way, unlike stickers or paints that are normally used.

The branding of hardhats can assist with increasing professional brand exposure and the feel of ownership (thus decreasing wear-and-tear). Branded hardhats can be used in

company celebrations, safety campaigns, promotional activities, or for the simple day-to-day identification purposes.

Caption: With Logo Express, a new design service offered by MSA Africa, customers can have their logos printed on a MSA V-Gard® cap or hat, in 4 different positions.

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