

## Is customised PPE just a trend in advertising or can it increase safety?

In many different industries, there are growing trends to customise equipment. Company logos and colours are used not only for machinery and vehicles but also on Personal Protective Equipment. This trend applies especially to safety helmets. There are four main reasons why companies are more and more individualising their workers safety helmets:

**1. Increase wearer acceptance:** Modern, ergonomic design and high wearing comfort have been the key elements for protective clothing and eyewear for many companies for a long time. Whilst in the past the cheapest, most basic helmets were chosen. The trend today in many companies is to select more comfortable and individually designed helmets, as these are proudly worn by the employees and increase safety automatically. This customisation is done using different shell colours, individual shell printing, reflective stickers or "workers-name sticker".



**2. Role clarity and personnel identification:** On large projects or in big industrial parks it is very usual to have multiple companies or contractors operating together. Customised helmets (corporate logo, specific shell colours, printed functions like 'safety officer' or 'maintenance') enable a faster identification of personnel. Badge holders on the helmet front can have important individual information like blood type, allergies, driving license class etc. always available at a glance. This results in faster reaction time in case of incidents or emergencies.

**3. High visibility:** In protective clothing, reflective and eye-catching elements have been used for a long time. While protective helmets are often kept neutral, in up to 90% of work places only white helmets are used, some companies now select conspicuous helmet colours which stand out from the work environment (e.g. bright red helmet in front of grey machines). Reflective stripes help make the helmet wearer easily visible for drivers of heavy equipment, delivery traffic etc.



**4. Corporate communication:** Workers are the most valuable asset of a company and having them promoting the brand through their protective equipment is a great way to communicate it. This is particularly true in the construction industry where workers often operate outdoors and are in contact with the outside world every day. Communication on special events is also regularly rolled out for example by event slogans printed on helmets.

**The summary is that customised safety equipment is not just a trend but a MARKET DEVELOPMENT. It not only serves corporate communication but can really increase wearers acceptance and thus their SAFETY.**

MSA is the head protection specialist focused on helmet customisation. With its unique helmet printing service MSA can put pictures, logos, texts on all sides of the helmet in all possible colours, permanently for you! The extremely robust and waterproof badge holder for the helmet front allows the wearer to include a business card, a magnetic access control badge or "In Case Of Emergency" information. MSA's reflective stickers in different colours, materials and shapes have been tested and certified for MSA helmets. The new MSA service for stickers with the name of each user perfectly supports the trend.

