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# Managing Director's Message



2011 was a year filled with the ups and downs of world markets and a general feeling of uneasiness regarding economic outlooks. As we enter 2012, we continue to be faced with a number of challenges and uncertainties regarding our global economic climate. One certainty throughout these times continues to be MSA's commitment to our customers. Our customers remain at the core of all that we do and this value resonates throughout all departments at MSA.

From listening to the voice of the customer in our new product development process, we have been able to introduce several exciting new products and technologies that continue to differentiate MSA and provide high levels of satisfaction to our end users and channel partners.

Our ongoing investments in our factory, inventory levels, and in process improvements have produced very positive results in operational efficiencies. These efforts, coupled with a keen focus on our valued channel partner network, have allowed us to provide unparalleled availability of our products to our end users.

I am very excited to introduce our newest MSA catalogue. Inside you will find a complete offering of locally-made products as well as a best mix of products from MSA's global offering which ensures our customers have the widest range of choices when selecting a safety product.

On behalf of the MSA Oceania team, I thank you for your interest in MSA products.

Kind regards,

Victor J. Vendetti  
Business Leader, Oceania Region  
Managing Director, MSA Australia  
MSA (Aust.) Pty. Limited

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