NEWS | PRODUCTS | SOLUTIONS

SPOTLIGHTONSAFETY®

New compact ICM® Tx PASS

MSA's new ICM® Tx Integrated PASS and **HUD Transmitter offers** maximum reliability and durability, by combining the safety features of the ICM 2000 Plus Integrated PASS with the functionality of the Heads-Up Display (HUD) Transmitter.

more on page 2 ▶

ArcSafe™ Harness adds arc-flash protection



Does your job take you to heights near energized electrical sources? Take safety, versatility, and comfort with you.

MSA's new ArcSafe Full Body Harness is now available for utility and maintenance workers exposed to the hazard of a high-energy electric arc flash—who need fall protection and/or possible retrieval from a confined space.

more on page 3 ▶

MSA buys Microsensor Systems, Inc.



In September 2005, MSA acquired Microsensor Systems, Inc. (MSI), of Bowling Green, Ky., a world leader in Surface Acoustic Wave (SAW)-based chemical-sensing technology used to detect chemical warfare agents (CWAs).

more on page 6 ▶

Cairns® Helmets SAVE men

It's hard to believe that Nashua, New Hampshire, firefighter Lt. Tim Soucy didn't have a bulls-eye painted on his Cairns Helmet. It's even harder to believe that he's still got a head on his shoulders!

more on page 7 ▶



Attention, Law Enforcement!

Have you heard about MSA's new ForceField line of body armor? Three styles of ballistic vests have joined MSA's ForceField ACH (Advanced Combat Helmet) to form MSA's newly-established ballistic protection product line.

State-of-the-art ballistics, innovative design features, and increased comfort unite to "protect the protectors" on the job. If you're in Law Enforcement, maybe you already wear MSA's Millennium® Gas Mask. Now, whether you're keeping the peace locally or responding to a specific incident, you can protect yourself with MSA's Police Line of ballistic helmets and vests.

Significant investments and years of ballistics development are evident in MSA's three in-house ballistic laboratories, relentless research and engineering, and materials science capabilities.

MSA began with our ACH ballistic helmet for military use. Next came the ForceField ACH for law enforcement use. It duplicates the desirable features of our military ACH—notably, the fragmentation-resistance capabilities—and adds the handgun ballistic capabilities demanded by law enforcement.

[continued on page 4]

Another FIRST from MSA!

New Safe Escape[™] **CBRN** Respirator

is NIOSH-approved for emergency escape

If you work in a high-profile office, such as a government agency or embassy, or in underground transit or law enforcement, you want to be prepared for terrorist threats. You may want to have an escape respirator on hand protection that you can grab and pull over your head quickly—so you can breathe safely while escaping from unknown hazards.

> We hope you'll never have to use it, but if you do, choose MSA's new Safe Escape CBRN Respirator—with practical operation, user-friendly design, and comfort, packed in a distinctive, easily-stored case. MSA's new escape respirator is the first device of its kind to meet government standards for protection against chemical, biological, radiological, and nuclear (CBRN) agents.

NIOSH-certified for 15-minute escape protection, MSA's Safe Escape CBRN Respirator is a translucent, chemical-resistant hood with self-adjusting cradle-type head straps, a bonded wide-view lens, and a CBRN high-efficiency particulate filter and activated carbon canister.

MSA

[continued on page 5]



Cairns® Helmets save crew twice

Dravosburg, Pennsylvania's Fire Department has nothing but praise for the protective powers of their Cairns® 1010 Helmets, proven recently during two firefighting experiences.

You never know what hazards fire will create.

During training classes in Somerset County (Pa.), Dravosburg firefighters Wayne Cosgrove, Dave Hobby, and Greg Drulo were performing a floor-by-floor search of a two-and-one-half story burn building with live fire.

As they worked their way down the stair steps, without warning, the fire got out of control. A sudden rush of flames rolled over the trainees. Their instructor shouted for them to exit immediately, and ran outside himself. But before the Dravosburg crew could move, the burning ceiling dropped on them.

This wasn't supposed to happen.

Training exercises everywhere stopped, and all eyes focused on the burn building.

Inside, the three struggled to leave the stairwell, but the walls caved in on them. Drulo fell down the stairs. They knew how to get out, but they were swimming in burning debris, now having only themselves and their gear to save them.

Fortunately, the men got out, miraculously unhurt and to the amazement of their fellow firefighters. They credited their Cairns 1010 Helmets with fully protecting them in an unpredictable situation.





Not long after this horrendous training incident,

these same firefighters responded with mutual aid to a three-building fire. They were the second engine called in, and the crew made its way to the second floor for ventilation.

"Because of the thick smoke, I couldn't see my hand in front of my face," Cosgrove said.

The four-man crew tried four times to battle down a hallway through intense flames, heat, and smoke—with no success.

Water turned to steam—instantly. Again, their Cairns 1010 Helmets saved them from injury.

All of the men's helmets were blackened due to the intensity of the fire, but no one was injured. The buildings were a complete loss.



TIC detection of hot spot saves stored crop



On November 22, 2004, Texas firefighter Dickey Durr and his volunteer crew of three responded to a call from the Attebury Grain Corporation about a fire in their flat grain-storage facility. The size of a football field, the facility was filled with corn gluten, a high-protein cattle-feed supplement.

Seeing through smoke

There was no flame but plenty of smoke as the fire crew arrived. Durr looked at their thermal imaging camera and said, "Let's put this to the test!"

It was fortunate that the Randall County Fire and Rescue Department had acquired their MSA Evolution® 5000 thermal imaging camera (TIC) the year before. However, they were not yet in the habit of operating it. "Until that day," said Durr, "it was just another piece of equipment. We were unfamiliar with it, and therefore didn't really use it. Now, I don't get off the truck without it!"

Without the TIC, the crew's task of locating the source of the smoke would have been next to impossible. "There was so much smoke that you couldn't see 10 feet in front of you," Durr declared, but TIC technology guided the crew right to the source of the problem.

Out, out, hot spot!

The hot spot, which Durr described as "looking like a lit cigar," was about the size of a truck bed, smoldering about halfway down the facility. The Evolution TIC was used to guide front end loaders into the storage facility. The crew applied a minimum amount of water to the smoldering material, scooped it up, deposited it outside of the grain elevator, and hit it with foam to fully extinguish the remains.

To complete the job, Attebury employees worked with at least one firefighter daily for 14 days. But only minimal damage was done to the building and the stored crop, which would probably have been lost if water had been applied to the area in general.

Total estimated damage was less than \$150,000 worth of product (25%) and NO structural loss.

Durr's department's TIC is now an indispensable tool, in both fire prevention and firefighting, and Durr proactively recommends its use almost everywhere.

Note: Hot spots are common in stored crops, and although most do not ignite, they usually spoil the stored product.

[continued from page 1]

New compact ICM® Tx PASS includes **HUD** Transmitter

This lighter, more compact, single component is fully compliant with the latest requirements of the NFPA 1982-1998 edition PASS standard. A new solidstate accelerometer detects firefighter motion and resists false alarms.

The "buddy light" increases visibility. During monitoring, a bright green LED flashes behind the translu-

cent manual PASS alarm button. In full alarm, the light turns red for quick recognition of a firefighter in trouble.

The ICM Tx PASS transmits quarter-increment cylinderpressure status, PASS pre-alarm warnings, and battery status to the HUD Receiver through a close-range digitally encoded radio signal.

Firefighters can chose between intermittent or continuous monitoring modes.

The device also features data logging, recording the most recent 25 hours of use information; an integrated computer module, which stores the data; and digital displays that update every 30 seconds after initial calculation.

An optional heat sensor, which measures heat on a time-weighted average, sounds an alarm when dangerous heat levels are approached.

A single-threaded connection to the SCBA means easy maintenance, and any existing MSA MMR Air Mask can be easily upgraded by threading on the new unit.

New First-Stage Regulator simplifies SCBA maintenance, lowers overall cost

Owning an MSA FireHawk™ Air Mask just got a little easier on Fire Service budgets with the new, easier-to-maintain, and inexpensive PR-14 First-Stage Regulator.

With only 14 replaceable parts, it reduces the cost of FireHawk Air Mask ownership to less than \$4.50 per year for most fire departments. It is easy to maintain, requires no special tools for disassembly, and performs at twice the NFPA flow rate—640 lpm.

With the appropriate conversion parts, the PR-14 First-Stage Regulator is interchangeable on all MSA FireHawk Air Masks and now comes standard on all new FireHawk SCBA.







1-Touch® Suspension wins award for innovation & safety

MSA's 1-Touch Suspension has won a 2005 Commitment to Worker Safety Award in the Head/Face Protection category. Sponsored by *Compliance Magazine*, this awards program annually recognizes achievements and innovation in safety equipment product development, according to impact on worker safety and ease of use.

Magazine publisher Marc Spector noted, "In a market that is relatively flat, this award recognizes companies that go above and beyond to strive for product differentiation through innovation and research."

MSA's revolutionary new helmet suspension is simple and easy to use. Hard hat wearers love the easy one-hand squeeze opening, one-hand slide adjustment and snap closure, and adjustable dual nylon straps, which offer a comfortable

and stable fit.

MSA Africa V-Gard® Cap saves a life

In October 2004, South African Jama Nyeni, a 10-year veteran construction worker, chose to wear his own "trusted V-Gard Cap" instead of a company-issued hard hat. This decision may have saved his life.

Nyeni was working beside a maintenance crew who were relining a furnace on a Kwa-Zulu Natal

construction site on the South African north coast. The crew was aligning segments of the furnace bottom, which required the use of a three-ton chain block. The apparatus, however, had been set up incorrectly and was pulling at an angle, thus overloading the chain, which subsequently snapped. The resulting whip-lashing action propelled the chain into the front of Nyeni's V-Gard Cap, with a force that split it open from peak to rear suspension slot.

The force knocked Nyeni to the ground. Although stunned, he remained conscious and sustained only slight bruising to his forehead. He was amazed that "such a small piece of plastic" had stood between him and death. He looks forward to a future when he can show his grandchildren the helmet.

The construction company was just as incredulous,

it had still performed to standard.

with their safety officer confirming that Nyeni would have been killed without the V-Gard Cap. Later examination by MSA Africa personnel revealed that this well-faded cap was over 4 years old and showed extensive signs of degradation, including welding spatter on the inside of the shell. Yet

The exceptional life of his V-Gard Cap may be over, but Nyeni received a new V-Gard Cap as well as MSA's Gold Helmet Award.



[continued from page 1]

ArcSafe™ Harness adds arc-flash protection to fall protection

The ArcSafe Harness meets new criteria under ASTM F887-04 standards, including arc-flash exposure and drop testing, prohibition against harness ignition or melting as a result of arc-flash exposure, and harness sizing and design requirements.

Notable features include a back Kevlar

web loop to reduce overall harness weight and arc-flash potential. Optional front attachment belay loops allow connection to climbing systems or personnel riding systems. or during rescue. A Y-shaped back locator pad provides comfort by moving the webbing away from the wearer's neck and

allows for effortless adjustment of the back D-Ring.

The need for MSA's ArcSafe Harness is evident in almost any industry where high-voltage electricity is a complicating factor in the work environment. Some examples are power installation and repair of roof-mounted electrical equipment;

Work in confined spaces where the ArcSafe Harness affords extra protection includes maintenance within electrical vaults, electrical runs, or cargo holds of ocean-going ships; work in trenches with exposed electrical cables; and maintenance inside pressure vessels.

transmission, RF, and telecommunication tower climbing; and in-plant maintenance of electrical machinery.

ADVICE FROM THE EXPERIENCED:

"Wear your helmet home!"

"I just had to call you and thank you for the helmet that saved my son's life."

> The caller was Jim Miller, a 51-year-now-retired ironworker from Lawrence, Kansas, whose son Jerry proudly wears an MSA Skullgard® Helmet on the job.

Jerry and about 20 coworkers were leaving their construction workplace in Kansas City one day in 2004 when a 15-pound piece of tube steel accidentally fell from 11 stories up and struck Jerry on the head and shoulder.

"One guy in front of me was wearing a ball cap. Another wore only a durag. I was the only one in the group still wearing my helmet," reported Jerry. "The falling steel knocked my headband off and cracked my helmet—well, it basically blew up! The force of the impact was calculated to be 130 mph. It compressed my neck, bounced off and hit my shoulder, but didn't tear my rotator cuff. And it never knocked me out. That helmet saved my head."

Jerry's neck injuries still cause him a lot of pain, but he is back to work. "Everywhere I go, I tell people my story. That MSA hard hat saved my life most definitely! And I tell everyone to wear their hard hats into and out of the job. I had worked for 30 years without getting hurt. You never know when you're going to get hit."

> Jerry's father himself has a lot to be proud of. After serving in the Marine Corps, Jim Miller devoted his working years to building such notable structures as the St. Louis Arch, the Chicago Sears Tower, and the Truman Dam. He loved "the peace, quiet, and freedom of working up high." He loved his MSA Skullgard Helmets, too, and wore them for almost 50 years. MSA's Gold Helmet award was never more deserved.



Calling all law enforcement!

Get online—on MSA's Police Line, that is—to learn more about how MSA protects the protectors. Visit www.MSAPoliceLine.com, MSA's new website for members of the Law Enforcement and Homeland Security community.

Launched September 23, 2005, the new MSAPoliceLine.com incorporates features like these in an attractive, easily navigable design:

- Online product catalog of Law Enforcement-oriented products
- Online product training
- Ballistic vest configurator
- Videos and detailed information on MSA's heritage and technical expertise
- Latest news and new product information highlighted on home page
- Regular updates

MSA POLICE LINE

MSA POLICE LINE

MSA POLICE LINE

[continued from page 1]

MSA goes ballistic with new ForceField™ body armor line

"Getting into body armor was the natural next step to take," said John Raimondi, product manager for the new line.

"We know that police officers and others need reliable,

advanced body protection. Our specialized engineering and research capabilities have put us in a favorable position to introduce our new body armor line with two concealable and one tactical vest styles."

MSA's ForceField Alpha

Vest is an innovative concealable armor design that adds new comfort and security features to solidly reliable protection. Protection is number one, but added comfort makes the job less taxing for officers.

Three MSA-exclusive features stand out:

- MSA's exclusive Tri-T[™] Comfort System pulls moisture away from your body and cools you, while reducing odor-causing bacteria.
- Flex Panel[™] Sizing maximizes vest coverage while contouring it to fit your body shape.
- The MSA-exclusive Armor-Latch[™] Closure gives you reliable front-to-back overlap-with a one-handed "forward pull" adjustment—for proper side

coverage and comfort.

The second vest style, ForceField Bravo Vest, incorporates traditional styling, durability, and comfort within a concealable armor package.

Third is MSA's first tactical vest, the

ForceField Tango Tactical Vest, a side-opening modular tactical platform designed for SWAT team-type use.

"Our goal is to

protect the protectors from head to toe, with helmets, body armor, instrumentation, and respiratory protection that deliver superior performance and reliability," said Ron Herring, vice president and general manager of MSA's Safety Products Division. "We look forward to meeting the future body armor needs of police

departments in the U.S. and around the world."

MSA's ballistic expertise emerged with the development of our military ACH in 2003, a lightweight design that offers soldiers advanced ballistic protection with greater comfort and stability, and has been credited with saving several lives. Also, MSA designs and produces rifle plates with multi-hit capability for Canadian military forces.

For more information, call MSA Customer Service at 1-866-MSA-1001.

MSA's ForceField Body Armor. It's not just what goes into your body armor; it's who stands behind it.





Supreme Pro™ Hearing Muffs get rave reviews from NTOA

MSA's Supreme Pro Hearing Protection muffs were field-tested by two members of the National Tactical Officers Association (NTOA), and given a final score of 4.42 out of a possible 5.00. These favorable test reviews, with supporting comments, will be printed in a future edition



A police officer from Illinois wrote, in part: "The hearing was great while the product was being worn...When shots were fired, it muffled the shot. It was



MSA POLICE

easy to access the battery compartment and change batteries...and control the volume." Among the Michigan officer's comments: "I strongly recommend this product to range personnel or anyone subjected to long periods in noisy environments. [It] was worn in all types of

weather...from 30 to 85 degrees and...in a rainstorm... This product is very impressive. I liked its simplicity,...comfort and performance. Even after long-range sessions I was hardly aware that I was wearing the unit."



[continued from page 1]

New Safe Escape™ CBRN Respirator is NIOSH-approved for emergency escape

This escape respirator with high-stretch neck seal is sized (S, M, L) for optimal customized protection. It has a sized nose cup to reduce lens fogging and CO2 buildup, and an elastic hair tie. It has a five-year shelf life, and is packed securely in a sealed foil package, within

a polyethylene Hextreme™ storage case with prominent end labels for fast size identification.

Accessories include an optional carrying strap and harness, trainer respirators and canisters, bilingual instruction manual, training DVD, and neck and nosecup sizing kit.

The Safe Escape™ Respirator is the fourth MSA respiratory protective device to be certified by NIOSH for CBRN protection, and it's the third time MSA has been the first manufac-

turer to secure a

CBRN approval in

a particular respirator category, underscoring MSA's leadership in engineering and development of innovative safety products. (MSA's other NIOSH-certified respirators are the Millennium® Gas Mask, the Ultra Elite® CBRN Gas Mask, and the FireHawk™ CBRN NFPA 2002 Air Mask for fire service applications.)

Protecting people from many of today's threats is a fundamental part of MSA's mission. Ask your MSA distributor or MSA Customer Service for more information.

For more info about the NIOSH standard, go to http://www.cdc.gov/niosh/npptl/standardsdev/cbrn/escape/

MSA thanks the Allegheny County (Pa.) Police Department, especially their SWAT officers, for their time and assistance.



MSA



search & recovery





[continued from page 1]

MSA buys Microsensor Systems to boost capabilities in CWA detection



"Our combined resources expand MSA's product offerings for the Homeland Security, emergency responder, law enforcement, military, and industrial markets."

Since April 2004, MSI has had an exclusive agreement with MSA to distribute the HAZMATCAD™ product line for the detection of chemical warfare agents.

Several MSI systems already in use can detect low levels of nerve and blister agents, including GB (sarin), GD (soman), GA (tabun), and HD (mustard), as well as a variety of widely available industrial compounds. In fact, MSI systems currently help safeguard critical infrastructure systems in a number of major metropolitan areas.

MSI, incorporated in 1985, was a pioneer in the development of SAW sensor technology, which relies on acoustic waves and chemical reactions with polymer coatings to help users identify trace amounts of hazardous agents.

Devices that incorporate SAW technology are generally compact and thus suitable for handheld, transportable, and stationary screening and detection systems. MSI products also have broad application in a variety of industrial settings.



TEAMWORK plus "Total Cost of Ownership" satisfy customer



hen determining the best products for your company while sticking to your budget, sometimes it's not just a matter of buying on price. You have to look at the "total cost of ownership" or "the big picture."

Such was the case not long ago when MSA distributor Hagemeyer rep Lori-Ann Gilbert and MSA rep Steve Lichtman helped a Michigan chemical company choose appropriate new SCBA for emergency response.

Situation: Although initially thinking about only upgrading SCBA cylinders that were close to their expiration date, the plant's senior environmental technician, industrial hygienist, and plant safety coordinator took some time to research their options.

Deciding to look at entirely new SCBA that was more "state of the art" yet met their tight budget, they asked three manufacturers to pitch their products.

Long story short: MSA's AirHawk® SCBA won, due to overall comfort, the facepiece's field of vision, and the superior comfort of MSA's carrier and harness assembly. However, a major factor in choosing MSA came from our maintenance and overhaul schedule. The company's total cost of ownership when factoring in maintenance—would cost less than what our competitors could offer.

After a two-week field trial to evaluate the AirHawk SCBA in action, the chemical company purchased 46 complete high-pressure units with 60-minute carbon cylinders and plan to buy more spare cylinders.

FlameGard® System alerts gas plant to fire, preventing losses

Natural gas is a precious commodity that can easily escape or go up in flames if not properly monitored. An incident at a large southern U.S. gas plant recently reaffirmed the crucial role that an MSA permanent instrument plays in monitoring this irreplaceable natural resource that heats millions of homes and businesses—at rapidly escalating prices.

"Just six months before, the company had switched from a competitive unit to our Triple IR FlameGard Flame Detector," reported MSA regional sales manager Paul Schmitt.

In the natural gas industry, according to Schmitt, companies commonly buy gas and liquefy it for summer storage. The liquid is then gasified for winter and supplied to utility companies for sale to consumers. It was during this seasonal switching cycle recently that an incident occurred at a rural 30-plus-acre gasification station.

"A valve overheated, natural gas leaked, and a fire began," said Schmitt, "but several of the Triple IR FlameGard sensors immediately detected it and alerted the plant's emergency system.

"Our instrument activated their fire suppression system and extinguished the fire. The company turned off the gas and repaired the valve, and went

back on line in just three hours," Schmitt concluded. "The engineer called to thank us for our great product.

"Without the Triple IR System's detection, at the very least, the operations would have been down for a few months. What if the leak had continued, undetected? The fire could have continued, causing tremendous monetary loss to the business and the community."

The military ACH

Who's behind the helmet that comes between a soldier and a bullet

lot of hard work goes into making MSA's Advanced Combat Helmet (ACH).

U.S. Army First Sergeant Colin Rich credited an ACH for saving his life when he was hit in the back of the head by a high-speed bullet while serving in Afghanistan.

"Our helmet slowed the bullet down enough so that he didn't die from it," said Rick Moore, manager of product engineering in the Defense Technologies Group at MSA Cranberry (north of Pittsburgh, Pa.), and in charge of the

Engineering and operations

Moore credits the material scientists and engineers in Cranberry and Quebec City, Canada, as well as operations personnel with designing and building a good product. "Most process improvements—from raw materials to final

heat of Iraq and the snowy mountains of Afghanistan.

"We use a range of environmental conditioning chambers, in which we test and test and test and then we test some more," Moore said.

Customized fit

The ACH, which weighs about three pounds, is customized to fit each soldier's head. The inside padding, made of special foam, comes in seven different shapes. "You can get the right fit by swapping pads until it fits and feels good," Moore said. "That's one of the things the soldiers like about the comfort."

Ballistics testing

And how do they make sure the helmet's as good as it can be? They shoot the helmet with different kinds of projectiles up to a 9 mm bullet.

"You shoot around the perimeter and in the top," Moore said. "You go out, you test and find out where the weak spots are, and try to come up with something better. It could take weeks: it could take months."

But all this testing, more testing, upgrades, and technological changes are done for a simple reason—to ensure MSA is Protecting the Protectors in the best way possible!







helmet design. "I was very happy for Sergeant Rich, and of course, those kinds of success stories are very good for MSA."

Since November 2003, MSA has secured six contracts from the Army to produce more than 500,000 helmets, a product the Army named on their greatest inventions list in 2002.

This makes Moore, a 19-year MSA veteran, very happy.

"I am very proud," he said. "A lot of people who worked on this for several years deserve much of the credit for this helmet's integrity and popularity. MSA associates feel they are doing good work, because we are protecting people."

[continued from page 1]

Cairns® Helmets save men from falling air conditioner

Responding to a three-alarm house fire, Soucy and fellow firefighter Steve Cote were climbing a ladder to a third-story window to remove a 70-pound air conditioning unit, when it fell 22 feet on top of them.

"It couldn't have hit him (Soucy) any more dead center on the top of his head if he had had a bulls-eye painted on his helmet," Nashua Assistant Fire Chief Mike Mansfield said. "I thought he was dead."

The massive blow knocked Soucy off the fourth rung of the ladder, and he fell to the ground, unconscious. The air conditioner then bounced off Cote's head, knocking him down as well.

Both men were treated and released from the hospital. Soucy suffered several fractured teeth, but did not have any serious neurological damage from the accident. Cote suffered from neck pain. Mansfield was shocked that the men didn't suffer any serious injuries.

shell—were done at our Vermont manufacturing plant," he said. "A lot of our success is due to the operations people making these materials better."

The ACH, credited with saving U.S. military lives, incorporates a new, lightweight design that offers soldiers advanced ballistic protection with greater comfort and stability. Moore and his team constantly work on design and engineering upgrades, including ensuring the helmet stands up to severe climate changes, since soldiers wear

the helmets in both the sweltering



GAIRNS

"There is only so much a helmet can do for compression injuries," Mansfield said. "I can't believe he doesn't have any neck or spinal injuries. Tim is truly lucky to be alive.

"The Cairns Helmet did its job. It took the force of the hit and literally saved his life. I've never seen anything like it in my 40 years of service. This is truly a testament to the product."

Both men were wearing their MSA Cairns helmets at the time of the accident. The crown of Soucy's helmet was broken and dented, but that was the extent of the damage.

Twelve people were left homeless from the blaze, which caused more than \$40,000 in damage.

"We've been using Cairns Helmets for over 40 years," Mansfield said. "They have really served us well, and this just proves it further."

MSA consumer display wins Marketing Award

he MSA Safety Works® consumer products team won a silver Design of the Times award at the annual Oscar-like competition for retail marketers. This contest is sponsored by the In-Store Marketing Institute, a Chicago-based organization that provides point-of-purchase display research, education, and support to its members around the world.

MSA quality speaks for itself, but it certainly speaks with a louder voice when innovative people write the script and set the stage. Mark Hall, a graphic designer in the Industrial Design Resources group, spearheaded the development of the graphic layout of the display. The entry was judged by over 100 marketing and retail executives, beating out hundreds of top-name brands for the honor.

Products ranging from perfume and beer to hot tubs and computers



were submitted for the competition. Display styles that were judged also varied and included counter displays, signage, and motion/light signs/displays.

MSA's entry, a freestanding spinner display for a new line of MSA Safety Works® Safety Glasses, was a winner in the hardware and home center division. More importantly though, the

glasses that are shown on this display have become winners with the customers, who are drawn to their quality by the attractive display!





Spotlight on Safety PO Box 426 Pittsburgh, PA 15230-0426

Change service requested

Safety Products 1.800.MSA.2222

Permanent Instruments **1.800.MSA.INST**

Fire Service

1.877.MSA.FIRE

Law Enforcement 1.866.MSA.1001

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News Notes

from all over

Quebec City, Quebec, Canada

The City of Quebec bought 14 Evolution® 5200 TICs to equip over half of their fire-fighting response crew vehicles. Roughly translated, the press release calls the TIC technology "the most important twist in

the struggle against fire since respiratory protection."

They plan to buy eight more cameras to equip the rest of the City fire vehicles.

Their reasons for choosing MSA: product features, quality, performance, ergonomics, service, and technical support.

Jacksonville, Florida

In the main hallway of the

Jacksonville, Florida, Police Department Headquarters is a small museum displaying

equipment used throughout their history. In a glass presentation case showing the first SCBA used by the Jacksonville police, an MSA visitor found this 50-year-old MSA SCBA!



Portland, Oregon

Portland, Oregon's Assistant Chief of Police
Jim Ferraris won the MSA Harley Davidson 883
Sportster "The Enforcer" at the IACP
(International Association of Chiefs of Police)
Conference in Los Angeles in November 2004. In turn, Ferraris donated the Harley to the Police
Activities League of Greater Portland (PAL) to be raffled off, generating donations to support PAL's youth programs.



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Please send me more information about:

- ●○ Ballistic body armor & helmet
- **●** Safe Escape CBRN Hood
- 1-Touch Suspension
- FlameGard Monitor
- **●** FireHawk (Firefighting) SCBA
- AirHawk (Industrial) SCBA
- O ICM Tx & First-stage Regulator for SCBA

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- O Gold Helmet Award
- O Supreme Pro Hearing Protection
- O Cairns Helmets
- O Evolution 5000 Series TICs
- ${f O}$ V-Gard Helmets
- O ArcSafe Harness

Trade Show Calendar See us at these upcoming shows!

Jan. 11-14	International Builders	Orlando, Fla.
Jan. 17-20	World of Concrete	Las Vegas, Nev.
Mar. 8-10	Wildland Fire 2006	Phoenix, Ariz.
Mar. 15-16	TREXPO West	Long Beach, Calif.
Mar. 19-21	Assoc. General Contractors	Palm Springs, Calif.
Apr. 27-29	FDIC (Fire Dept. Instructors)	Indianapolis, Ind.
May 1-4	Offshore Technology Conference	Houston, Tex.
May 15-17	AIHCE (Amer. Industrial Hygiene)	Chicago, III.

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Spotlight on Safety® is MSA's publication for customers that shows how our personal protective products and equipment solve your health and safety problems.

MSA (Mine Safety Appliances Company) has been protecting work forces since 1914. Headquartered in Pittsburgh, Pennsylvania, MSA is the world's largest company dedicated to providing a complete range of top-quality equipment and systems for worker and plant protection.

Our products are used by firefighters; law enforcement officers; and workers in industrial manufacturing, construction, hazardous materials/abatement operations, mining, offshore drilling and refineries, utilities, shipbuilding, agriculture, and pulp & paper industries.
Spotlight on Safety contains only a general

description of the products and applications shown.

While uses and performance capabilities may be described, under no circumstances shall the products be used by untrained or unqualified individuals and not until the product instructions, including any warnings or cautions provided, have been thoroughly read and understood. Only they contain the complete and detailed information concerning proper use and care of these products.

If you have any comments about *Spotlight on Safety*, you may contact us by toll-free phone at **1-800-MSA-2222** (Customer Service), mail, or electronic mail.

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