Global Notice

Jason Traynor Appointed Integration Leader – Bristol Uniforms



Cranberry Township, PA, USA

January 25, 2021

As a follow-up to Nish's announcement earlier today regarding MSA's acquisition of Bristol Uniforms, we are pleased to announce that Jason Traynor, General Manager, Global Fire Service Products, will lead the integration of our two organizations.

With this assignment, Jason and his family will soon be relocating to the Staple Hill area of South Gloucestershire – the location of Bristol's headquarters facility in the U.K.

Jason brings to this assignment a deep understanding of the global fire service market, as well as a strong track record of developing successful commercial strategies in that sector. In addition, Jason has been heavily involved with the European team in business development activities with large pillar cities, including collaborating with our sales and marketing teams on MSA's recent SCBA bid with the London Fire Brigade. This combined experience will serve MSA well as we intend to leverage this acquisition to expand MSA's fire service business in International and globalize our brand as a leader in firefighter protective apparel. All in all, Jason is well qualified for this challenging new role and we are confident in his ability to lead this exciting integration effort.

As part of that effort, Jason will soon be issuing a follow-up communication detailing his Site Leadership and Transition team, which will support him in making this integration a swift, steady and successful process. Members of that team will report to him in an integration capacity, while also maintaining their functional matrix reporting lines.

It's important to note that throughout this integration process, Jason will retain his role as General Manger, Global Fire Service Products and will maintain his team within Product Marketing. The overall responsibilities of this team will remain the same, but some shifts in resource allocation will likely occur.

Lastly, Jason will become a member of the International Leadership Team and will report to both of us with regard to his continuing product general manager and acquisition integration responsibilities, respectively.

Please join us in congratulating Jason, and we ask that you provide him with your full support.

Greg Martin

Greg martin

Vice President of Product Strategy and Development

Bob Leenen

VP and President, MSA International