

## **Q&A with Marcio Ribeiro Leal - Promat**

### **Brief Bio:**

Marcio Ribeiro Leal is director of Promat Industria e Comercio Ltda, having served the organization for more than 15 years. Graduated in 1996 with a bachelor degree in Business Administration in Fundacao Armando Alvares Penteado – FAAP – Sao Paulo

### **Company Description:**

Promat, a leading producer and distributor of protective gloves headquartered in Sao Paulo, was founded in 1980 and throughout the years became the leading source of a wide and high quality range of professional gloves and personal protective equipment (PPE) in the Brazilian market. In 2013 Promat became the first domestic glove company in the Brazilian market to be DSM Dyneema licensing partner.

### **Q: What is your business philosophy and how do you apply it in the market, and specifically to cut protection?**

A: The Promat philosophy is to provide a high level product to the market while always keeping in mind that it must deliver an attractive cost-benefit relationship. The PPE market has become much more competitive over the last 10 years and all new technologies must be very well proven in terms of total cost and performance.

### **Q: How do DSM Dyneema and Dyneema<sup>®</sup> Diamond Technology fit within your business approach?**

A: Dyneema<sup>®</sup> and Dyneema<sup>®</sup> Diamond technology are materials that adhere completely to the philosophy of Promat. Both enable development of products with a high level performance at a cost totally compensated by its features such as high cut and abrasion level of protection, enhanced comfort, and high durability.

### **Q: Are there factors you are aware of that make the Latin America cut protection market unique compared to other regions? Are there differences in company cultures depending on specific countries? How do you keep Promat in front of trends in such varied markets?**

A: Latin America, as a region of emerging markets, has a culture focused on cost due to tight budgets on occupational safety. This is very challenging because key features of a premium product have to be very well demonstrated in order the product be successful. Additionally, the inspection and evaluation of usage of PPEs against risk is not as mature as it is in developed markets. Promat has been successful, especially with products made with Dyneema<sup>®</sup>, because the material's properties allow us to introduce new concepts and high end products but always help the customers understand the reduction of cost in a medium/long term.

**Q: You recently became the first licensee of Dyneema® Diamond Technology to be headquartered in Latin America. What is it about this material that you believe is important to share with manufacturing companies looking to keep employees protected?**

A: In my opinion, Dyneema® Diamond Technology is one of the more important recent advances for the glove business. It, for the first time brought a consistent tripod of protection/comfort/cost. It made clear that it was something we should put our efforts on it.

**Q: When you approach a potential customer and discuss Dyneema and Dyneema Diamond Technology, what do you find most effective in describing the value proposition?**

A: As I said on the previous question, once you demonstrate the consistent and balanced tripod of protection/comfort/cost, the introduction or migration to Dyneema® Diamond Technology becomes much easier. It is the material which brings more value.

**Q: Could you share any brief stories or anecdotes about companies who have impacted safety and/or profitability by adopting Promat cut-resistant gloves made with Dyneema®?**

A: We have a very successful case in a large car manufacturer where an external maintenance team was using our glove made with Dyneema® material. Once the users in the body department saw the gloves on the hands of maintenance people and asked to try it, immediately they requested to their supervision to have the gloves available for use. Now they are one of our largest customers for this product.

**Q: One more question about the customer. If you take a long term view, have you seen changes in how employee safety is approached over the past 5 years? What do you expect to change in the next 5 years, and how does Promat plan to move forward with those changing conditions in mind?**

A: Actually the cost of occupational accidents became much higher over the years as well conscience about the wellness of the employees. This is what motivates us to bring to the market the best products available and also gives us pride to be part of this important maturation process of the occupational safety market. Of course it is a trend which will continue on years to come.