

# Customer Q&A with PIP:

Amy Taft, Product Manager – Hand Protection,  
Protective Industrial Products (PIP)

## **Brief Bio:**

Amy Taft serves as the Hand Protection Product Manager at PIP. She has been with PIP for 16 years and has more than 18 years of safety product sales, inventory and product management experience.

## **Company Description:**

Protective Industrial Products, Inc. is one of the leading suppliers of Hand Protection and Personal Protective

Equipment to industrial distributors globally. PIP's mantra is "Bringing the Best of the World to You®" by providing the highest value safety products available to workers in the Industrial, Construction and Electrical industry. PIP strengthens its value proposition by also offering its products in the most efficient and flexible manner while building long-term relationships with its distributors. Additional information about PIP is available at [www.pipusa.com](http://www.pipusa.com).



**PIP's G-Tek® 3GX glove:** made with Dyneema® Diamond Technology and Lycra Knit with Polyurethane Coated Smooth Grip. The glove is used for handling and assembly of small sharp parts, packaging, fastening and wiring tasks with risk of cuts

**Q: Your business philosophy is to take a “solutions-based approach.” What does this mean for your distribution partners, for EHS/Safety decision makers and for the end user who uses cut resistant gloves and other PPE?**

**A:** PIP has a highly knowledgeable sales force with each member averaging over 20 years of hand protection and safety market experience. This vast knowledge base allows PIP representatives to recommend to our customers the correct product for virtually any application. We also offer value added services such as product training and end user consultations.

PIP has an onsite training facility that allows us to keep our sales force current to new materials, new products, such as Dyneema® Diamond Technology and new services. We are proud to offer our customers the widest selection of products made with Dyneema® and Dyneema® Diamond Technology in the North American market.

**Q: With the previous question in mind, how do DSM Dyneema and Dyneema® Diamond Technology fit within this business approach?**

**A:** PIP is the first licensing partner to offer cut resistant products with Dyneema® Diamond Technology in the North American market. Using the Dyneema® Diamond Technology fiber in our 3GX line gives us the ability to offer superior cut resistant products that also provide excellent fit, feel and function, without adding bulk...a major plus over competitive materials.

**Q: Understanding the market clearly is critical for providing solutions that meet needs, and thus customers ultimately want to buy. How does PIP collect information that helps the company stay ahead of the changing landscape?**

**A:** Customer relationships are vital to PIP's success. By carefully listening to our customers, we are able to process the information we receive and turn it into a solution. Our product staff also reaches out to our customers using quick

1 minute surveys to ensure that we are providing the best products and the best services in the industry. In addition, PIP has a network of over 40 direct PIP sales employees and 100 outside sales representatives who feed us with product, market and application information literally every day.

**Q: Along similar lines, from your research and experience, what are the most significant challenges faced today by those charged with making PPE decisions for their organizations? What is PIP doing to design and manufacture products that fit market conditions?**

**A:** We develop new products based on end user feedback and site surveys. We regularly review this information to ensure that our products meet customer and market expectations. We are quick to respond to market needs by challenging our R & D department to help develop not just new products but new solutions to new problems.

**Q: According to OSHA, of hand injuries occurring in the workplace, 70 percent of injured workers report not wearing gloves at the time of the incident. Injuries to the other 30 percent often involve gloves that are inadequate, damaged, or the wrong type for the hazard present. What can be done to impact these statistics?**

**A:** It is essential that all PPE products provide the wearer with all day comfort. This is especially true for hand protection products that are typically used in a wide variety of environmental conditions. If the product fits well and is comfortable, the user will continue to wear it. By offering products made with Dyneema® Diamond Technology, we provide our customers with hand protection that is 40% lighter than traditional aramid products with greatly improved cut performance.

**Q: PIP places great emphasis on recognizable branding to help add value for customers. What is it about Dyneema® that contributes to brand strength for your business and your cut resistant product portfolio?**

**A:** It's easy to support brands such as Dyneema® that have demonstrated consistent quality and performance in the marketplace. We have found that newer generic materials do not offer the same level of quality and consistent test scores that Dyneema® does.

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

**A:** A PIP Regional Sales Manager visited a manufacturer of industrial pumps in the Midwest to perform a site survey. She found that for 15 years, employees at that site had been using leather batting gloves in one of their applications. Each worker was only able to work for one shift without changing to a new pair of gloves. Our Regional Sales Manager suggested

that the end user adopt a PIP G-Tek product incorporating Dyneema®/Nylon Plaited/Polyurethane coated as an alternative. By switching to this glove, the employees at this site not only found it more comfortable, but productivity increased and the replacement product lasted a full week in the same application, resulting in a significant cost savings to the manufacturer.

**Q: In high-level terms, what are PIP's ambitions in the overall PPE market, and in cut-resistant hand protection specifically? Where do you see Dyneema® fitting to help the company achieve these objectives?**

**A:** We wish to be the #1 supplier of hand protection to the industrial market in North America. We now offer the widest selection of cut resistant products made with Dyneema® materials in the market and we will continue to enhance our cut resistant product line with new offerings made with Dyneema® and Dyneema® Diamond Technology. We also strive to be a leading supplier of Safety Eyewear, Hi-Vis Clothing and Head and Hearing protection products.

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