

DSM Dyneema Pushes Forward New Standard in Cut Protection at National Safety Council Expo

DSM Dyneema utilized the opportunity to talk with safety decision makers as well as distributors who provide personal protective equipment to workplaces throughout the USA during the National Safety Council Congress & Expo (NSC) in San Diego, Calif. Sept. 15-17.

Efforts during NSC focused on educating attendees about leading cut resistance innovation Dyneema® Diamond Technology, with messaging centered on moving workplaces to a new standard in cut protection. During the show, DSM Dyneema personnel met with distributors and key glove manufacturers and discussed a soft launch for a new sales training and marketing collaboration, the Diamond Coalition. Timed for a 1st Quarter 2015 market wide launch, the Diamond Coalition will offer select personal protective equipment distributors access to exclusive training and communications programs that will prepare them to become the most effective distributors of cut resistant gloves made with Dyneema® Diamond Technology. This ultimately will increase their sales potential while also improving workplace cut protection.

Hand injuries are a leading cause of lost workdays and emergency-room visits, making them costly to both employers and employees alike. DSM Dyneema takes hand injuries very seriously, and the launch of the Diamond Coalition highlights its commitment to working with the world's leading work glove manufacturers to create the "World's Safest Hands," and set a new standard for cut protection in the workplace. Dyneema® Diamond Technology is the only fiber that can be used without adding other materials to create a comfortable, thin, supple glove that reaches up to EN 388 level 5 cut protection. The material is also increasingly used in performance apparel such as ice hockey socks, denim and other gear that benefit from its strength, light weight and cut/abrasion resistance.

More than 14,000 attended the NSC Expo. Those attendees had the opportunity to experience gloves with Dyneema® not only in the DSM Dyneema booth, but also within the booths of key licensing partners including Ansell, Majestic, MCR Safety, Protective Industrial Products (PIP) and Superior Glove.