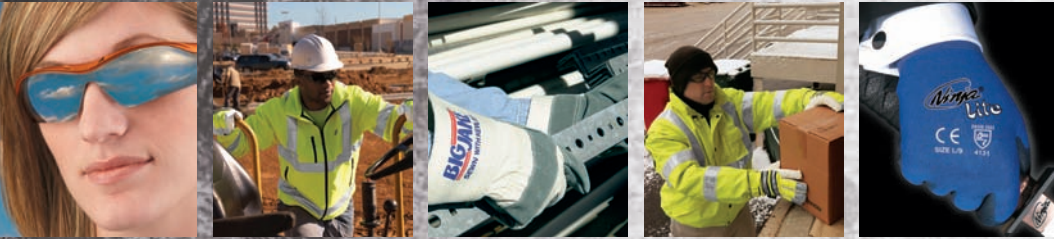


# TRIFECTA! FORCEFLEX INNOVATIONS

WIN 3 YEARS  IN A ROW!



# JUST TRY TO OUTWORK US.®



## Market Conditions – Fall 2011

The following global economic conditions have impacted many of our product offerings. The most significant contributing factors are:

- Continued increases in the cost of labor
- Raw material shortages – less leather due to lower beef consumption and shortage of limited flammability chemicals,
- Exchange rates for both China and Taiwan currency.



### Leather:

Leather prices have increased primarily due to an increase in demand, especially within China, and a reduced material supply due to a lower beef consumption. Consumer demand within China for leather apparel and autos is growing as their standard of living rises. Recent reported global shortages and strong demand for consumer leather products other than gloves (primarily attributed to emerging markets) have pushed all grain leather costs and heavy side split leather costs up considerably. On the grain leather, goatskin and cow grain have seen particularly sharp increases in the past several months.

MCR continues to be well positioned to service our customers with these products, as we work closely with our own factory, our own tannery, and supplier factories with whom we have partnered for decades.

### New Products:

**945** – Mining Glove, Synthetic Leather Palm with Carbon Leather Palm Reinforcements, Hi-Vis Orange Fabric Back with TPR Cage and Silver Reflective Material, L-XXL

**3125** – Unlined Cow Split Driver, Brown Color, Black Mesh Fabric Back, Keystone, S-XL

**3407** – Industry Grade Pigskin Driver, Keystone Thumb, Hi-Vis Lime Fabric Back with Silver Material, S-XXL

**3408** – Industry Grade Pigskin Driver, Keystone Thumb, Hi-Vis Orange Fabric Back with Silver Material, S-XXL

**3475** – Select Grade Pigskin Driver, Polyester Foam Lined, Keystone Thumb, Hi Vis Lime Fabric Back w/Silver Reflective Material, S-XXL

**3485** – Select Grade Pigskin Driver, Polyester Foam Lined, Keystone Thumb, Hi Vis Orange Fabric Back w/Silver Reflective Material, S-XXL

**3413HVI** – Premium Grade Grain Pigskin Driver, Keystone Thumb, Orange Hi-Vis Fingertips, "Watch Your Hands" Logo, S-XL

**4850K** – "Gloves For Glory" Grain Goat Welder, 4 1/2" Split Cow Gauntlet Cuff, Kevlar Liner, S-XXL

**MB100** – Black Synthetic Leather Palm/Fingertips, Black Adjustable Wrist Closure, Black Fabric Back w/White Max Logo, L-XXL

**MR100** – Black Synthetic Leather Palm/Fingertips, Black Adjustable Wrist Closure, Red Fabric Back w/White Max Logo, L-XXL

**MD100** – Grain Deer Synthetic Leather Palm/Fingertips, Black Adjustable Wrist Closure, Digital Camo Pattern Fabric Back w/Black Max Logo, L-XXL

**4901** – Premium Grain Cow Welder, 4 1/2" Grain Leather cuff, Fleece Lined, M-XL



3407



3485



MB100



MR100



MD100

### Supported/Unsupported:

**Latex** – Raw material costs have decreased and are now similar to December 2010 price levels. However, caution is advised due to the current flooding concern in Thailand. Reports from one factory confirm this is the worst flood in over 50 years. A natural disaster of this magnitude will more than likely cause pressure again in the supply chain and eventually lead to higher latex glove prices.

**Nitrile** – The worldwide demand for Nitrile has increased dramatically. Recent record setting latex pricing of earlier this year plus the consolidation of two of the largest producers is pushing nitrile glove pricing to all-time highs. We foresee Nitrile continuing to increase the remainder of the year and into 2012.

**Vinyl** – In addition to labor increases, operational expenses such as utilities are primary contributors to vinyl glove increases. Additionally, one of the world's largest manufacturers of PVC has experienced interruption in their production due to a factory fire.

### New Products:

**7010** – "VetriShield" Disposable Gloves, Nitrile/Vinyl Blend, Industrial/Food Service Grade, Powder Free, S-XL



7010

Our most recent innovative product offering is a unique bi-polymer that offers a new level of disposable protection and performance. VitriShield leverages the tensile strength of nitrile and the puncture resistance of vinyl.

**6620KV** – "RedCoat Kevlar" Super Flexible PVC with ActiFresh, 12" Gauntlet, Double Dipped, 13 Gauge Seamless Knit Kevlar Liner, CE Score 4342, S-XXL

### String Knits/Cottons:

Cotton prices have stabilized after reaching all time highs in 2010 and currently experience some price reductions. However, these recent reductions may be impacted by the recent unfavorable weather conditions in China and Pakistan.

# Industry Update



## New Products:

DSM has created a new Dyneema fiber known as Diamond Technology. This innovative yarn features higher levels of protection against mechanical hazards with a thinner, more flexible composition than traditional Dyneema.

**9672DT** - "Memphis Diamond Tech 3", 13 Gauge, Blue Dyneema Diamond Tech Shell, Blue Bi-Polymer, XS-XXL



9672DT

**DN100** - "ForceFlex", 13 Gauge Dyneema Salt and Pepper Shell, Gray PU Coating, Back of Hand TPR Cage, L, M, XL



DN100

**KV100** - "ForceFlex", 13 Gauge Stretch KEVLAR Shell, Black Nitrile Dip Palm/Fingers, Back of Hand TPR Cage, L, M, XL



KV100

**9672HVG** - "Memphis Dyneema", 13 Gauge, Salt-n-Pepper Dyneema Shell, Hi-Vis Green Latex, XS-XXL



9672HVO

**9672HVO** - "Memphis Dyneema", 13 Gauge, Salt-n-Pepper Dyneema Shell, Hi-Vis Orange Latex, XS-XXL

**9415KM** - Heavy Weight String Knit, 24 oz, Loop-out Terry, L

**9411KMC** - Heavy Weight String Knit, 22 oz, Loop-in Terry, Continuous Knit Wrist, Natural, 100% Cotton, L

**9470K** - 2-Ply Heavy Weight String Knit, Kevlar Outside/Cotton Inside, 2-Sided Nitrile Blocks, L

**9509LM** - Regular Weight String Knit, Cotton/Polyester, Fingerless, Natural, L, S



8900

**8900L** - Chore Mitten, Gold Fleece Quilted Palm, Cotton/Polyester Blend, L, XL, XXL



**New Added Feature** - Breakaway cords are being added to Dallas, Inertia, and Plasma series. Our new Swagger series also include breakaway cords.



SR132AF

## New Products:

**Swagger®**  
Black, Red, or White Frame, with Clear, Gray, Amber, Silver Mirror, Blue Mirror, Fire Mirror Lens options.



SR114



SR128B

Size does matter! Make a bold statement with this brush look. Thick, wide, sleek, low profile temples and a modern design gives you the look and protection that you desire. All Swagger series feature co-injected TPR and polycarbonate temples.

**BD-MCR** - Black Lanyard with MCR Safety Logo, Clear Badge Holder w/ Snap.

**215N** - Neoprene Strap, Black with MCR Safety Logo.

## New lens options added:

- BK010** - Bearkat, clear uncoated lens
- BK116** - Bearkat, orange lens
- CL112AF** - Checklite, gray anti-fog lens
- DL1130** - Dallas, black frame, filter 3.0 lens
- DL1150** - Dallas, black frame, filter 5.0 lens
- DL116** - Dallas, black frame, orange lens
- KD114AF** - Klondike, amber anti-fog lens
- KD116** - Klondike, orange lens
- LW2120** - Law 2, filter 2.0 lens
- LW2130** - Law 2, filter 3.0 lens
- LW2150** - Law 2, filter 5.0 lens
- 190940** - FaceShield 19.5 X 9.5" .040 Clear Visor PETG (Sold in qty of 25)
- 190942** - FaceShield 19.5 X 9.5" .040 Dark Green Visor PETG (Sold in qty of 25).



Greater manufacturing efficiencies and aggressive pricing have contributed to lower pricing on our reflective vests and rainwear garments. Some of our reflective vests have as much as 25% reductions while many have 5%-10% lower prices. Additionally, our Classic rainwear garments also reflect 5% price reductions.

## New Products:

**597JH** - "Navigator", Poly w/Breathable PU Coating Jacket w/Attached Hood, Zipper Closure, M-X4



597JH

MCR Safety introduces 597JH, our newest Navigator jacket which features a polyurethane outer shell combined with a soft polyester inner lining for comfort. A zipper front closure with a storm flap protects from wind, dust, and moisture. An adjustable drawstring closure around waist with quick release stoppers. This jacket features two outer pockets with storm flaps and one inner pocket.

**BWCL2L** - "Body Warmer", Class 2, Water Resistant Insulated Poly, Fleece Liner, Zipper Closure, L-X4

MCR Safety introduces Body Warmer BWCL2L, our newest Luminator ANSI Class 2 safety vest which features a polyester outer shell combined with an insulated, soft fleece inner shell for warmth and comfort. A zipper front closure with a storm flap protects from wind, dust, and moisture. The 2" silver retro-reflective stripes ensure visibility even from greater distances. An elastic waist and lined, stand up collar help to retain core body heat. This vest features two outer pockets and two inner pockets.



BWCL2L

**ITFM** - "Toasty Feet", Insoles Men's, (ITFM-XC Extra Cushion, ITFW Women's, ITFW-XC Extra Cushion).

**ToastyFeet™** Aerogel-Infused insulated insoles. Keeps you comfortable all day long. The advanced nonporous material in Toasty Feet has the highest thermal insulation value of any solid material available today, allowing it to block both heat and cold efficiently, while remaining light and thin enough to fit comfortably in almost any shoe or boot.



**IPP-B** - "Toasty Seat", Cushion.

**ToastySeat™** Aerogel-Infused insulated Seat Cushion. Keeps you comfortable all day long. Toasty Seat helps you sit in comfort, blocking out both cold and heat with advanced Aerogel, a material developed for NASA and used to insulate the space suits of U.S. Astronauts against extreme temperatures. Great for cold storage, cold weather environments, construction, utilities, and other outdoor activities. One Size 12" x 16" folds to 12" x 4".



# Top Ten Reasons For Hand Protection

**1,080,000  
HAND INJURIES  
ANNUALLY\***

**\$18,104 AVG for a HAND INJURY\*\***

**9 out of 10 times  
there is a safer,  
more cost effective,  
and appropriate glove  
for your application**



**JUST TRY TO OUTWORK US.**

**Let us help you make the correct selection.  
[www.mcrcsafety.com](http://www.mcrcsafety.com)**

\* U.S. Centers for Disease Control cite injuries with visits to the emergency room. \*\* Bureau of Labor Statistics, 2011 edition.



# Industry Support

**Consult The Experts**  
**1-800-955-6887**

MCR Safety's sales responsibilities are divided by geographic areas and distributor type. Each territory manager is responsible for coordinating distributor sales in his/her territory. Customer service is capable of helping you when your territory manager is unavailable.

**Sales:**

- Maxie Bagwell .....#6209
- Kellie Berger .....#7345
- Watson Boyd .....#7312
- Brooke Campbell .....#6214
- Blair Cannon .....#7350
- Floyd Clifton .....#7335
- Linda Cox .....#7355
- Pam Gregory .....#7303
- John Grow .....#6267
- Joanne Harden .....#7375
- Christina Harmon .....#7351
- Eva Hellums .....#7316
- Lynn Holley .....#7313
- Larry Inderbitzen .....#6266
- Burnette Johnson .....#6261
- Matt Lacher .....#7354
- Samantha Lerma .....#6215
- Olivia McAnally .....#7312
- Jennifer Merches .....#6208
- Gina Shaw .....#6326
- Chris Smith .....#6378
- Marquis Weaver .....#6264
- Warfield Williams .....#6231

**Customer Service:**

- Kay Arnold .....#7319
- Joanna Cothorn .....#6373
- Buffy Demers .....#6205
- Lauren Gregory .....#6271
- Melissa Hellums .....#6375
- Nancy Jones .....#6228
- Rhonda Koehler .....#6207
- Alicia Lee .....#6222
- Theresa Magill .....#6380
- Nateisha Morgan .....#6290
- Jennifer Mull .....#6239
- Tamala Simpson .....#6230
- Dee Dee Smith .....#7382
- Della Smith .....#6263

**International Sales:**

- Shirley Cabrera .....#7318
- Michael Elliott .....#6374
- Isela Flores .....#7317
- Alex Heros .....#6206
- Laura Morales .....#7355

**Marketing:**

- Keith Baker .....#6347
- Larry Garner .....#6202
- Jennifer Howell .....#6227
- Clay Moorman .....#6248
- Mike Myrick .....#7338
- Brandy Shirley .....#6201

**Consulting & Compliance:**

- Brooke Killen .....#6324
- Doug Little .....#6200
- Jay McNeil .....#7334

# America's SAFEST COMPANIES

America's Safest Companies, founded in 2002, is a corporate award honoring the safest companies in the United States. Together, these companies provide a safe working environment for thousands of employees and serve as a point of reference for companies hoping to achieve world-class safety status.

MCR Safety is continuing its efforts to develop new products by engaging more with the largest employee based industries. Our ForceFlex series, winner of three consecutive New Product of the Year awards, is an example of our efforts with one of the largest petroleum companies. We are proud to be the original gold level sponsor of EHS Today's America's Safest Companies program. This year's award banquet began a new format which included a formal dinner and guest speakers from the safety industry. Our distributors had opportunity to meet and mingle with this year's winners. The complete list is available at <http://ehstoday.com/safety/asc/>.

To be considered one of America's Safest Companies, organizations must demonstrate: support from management and employee involvement; innovative solutions to safety challenges; injury and illness rates lower than the average for their industries; comprehensive training programs; evidence that prevention of incidents is the cornerstone of the safety process; good communication about the value of safety; and a way to substantiate the benefits of the safety process.

Let your Sales Manager know now if you have interest in attending the 2012 NSC event in Orlando.



We proudly support and participate in these trade associations:



[www.mcrcsafety.com](http://www.mcrcsafety.com)

