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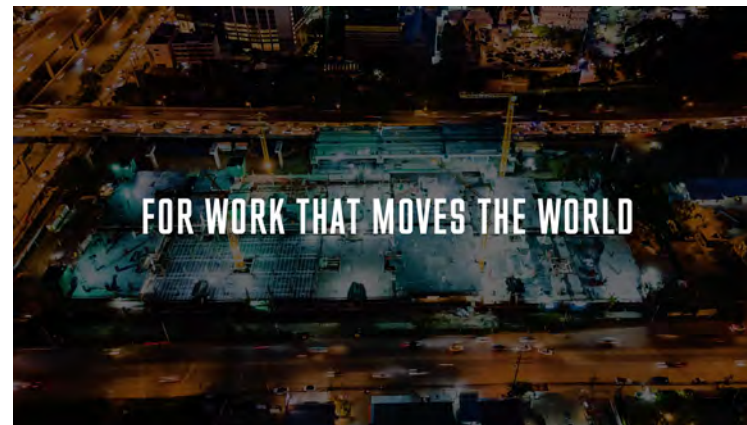
CONTENT MARKETING

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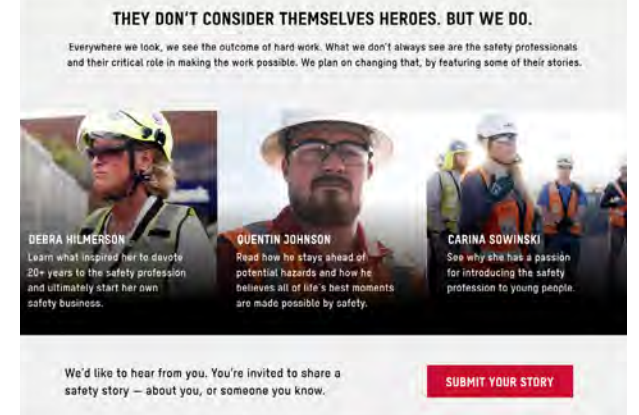
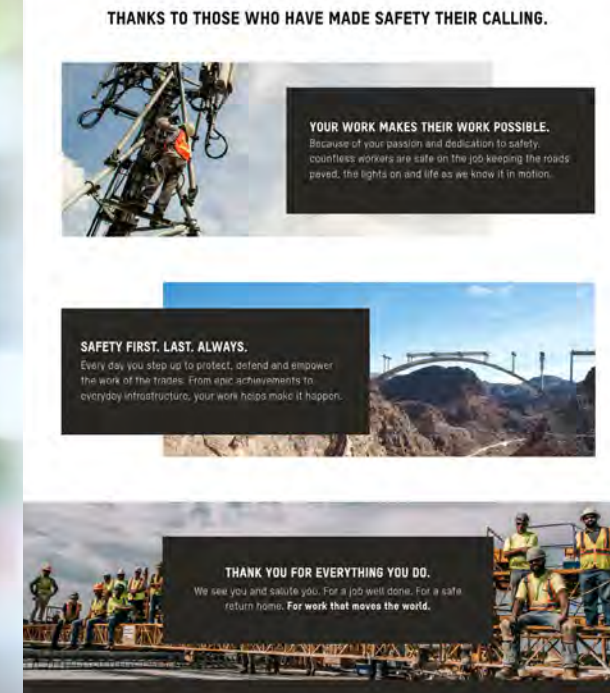
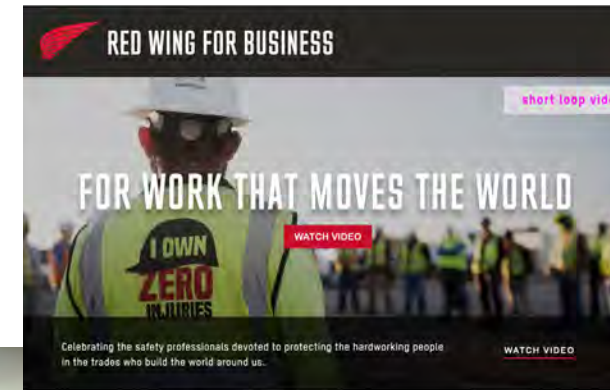
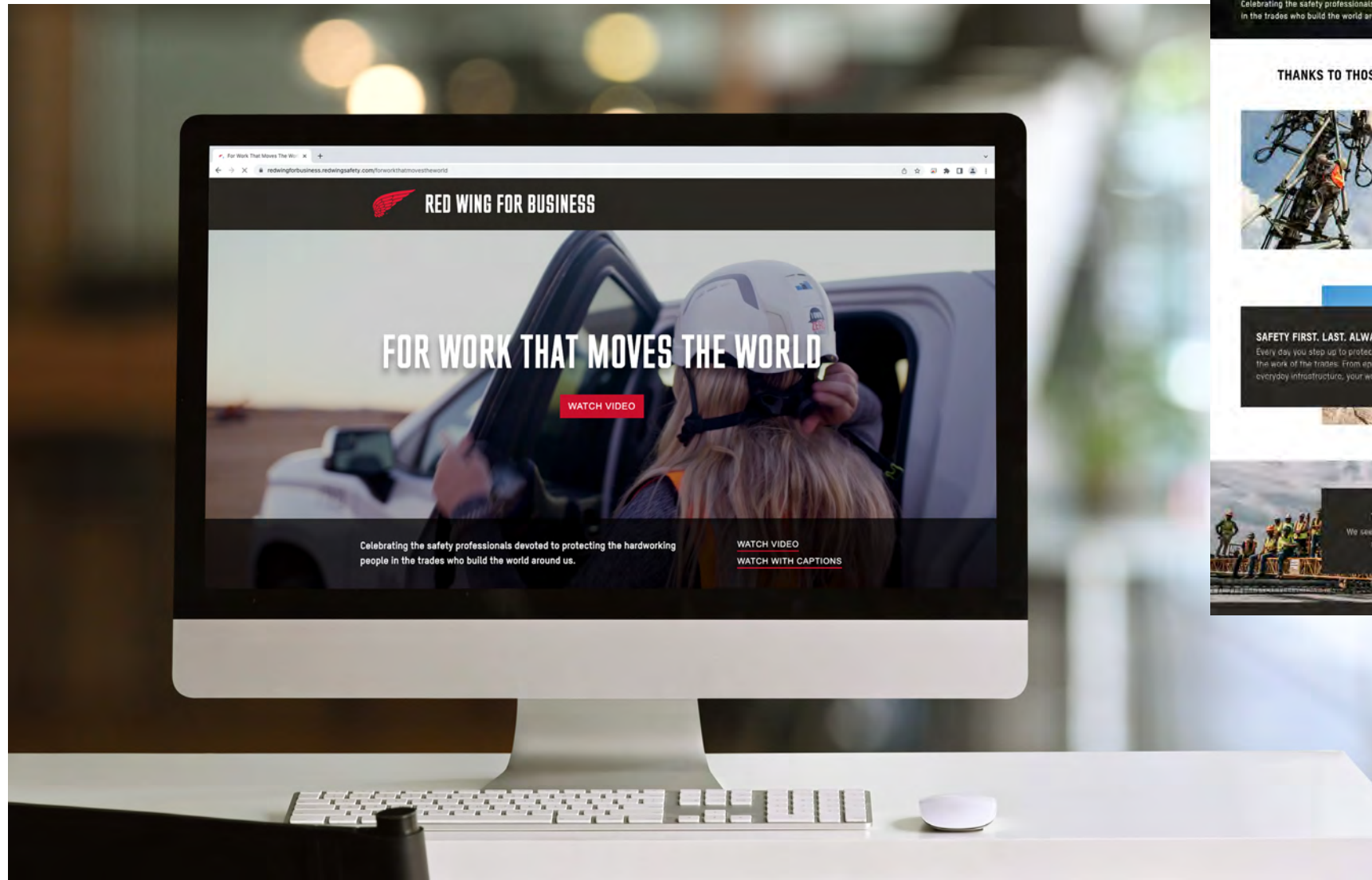
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Brand Campaign Video



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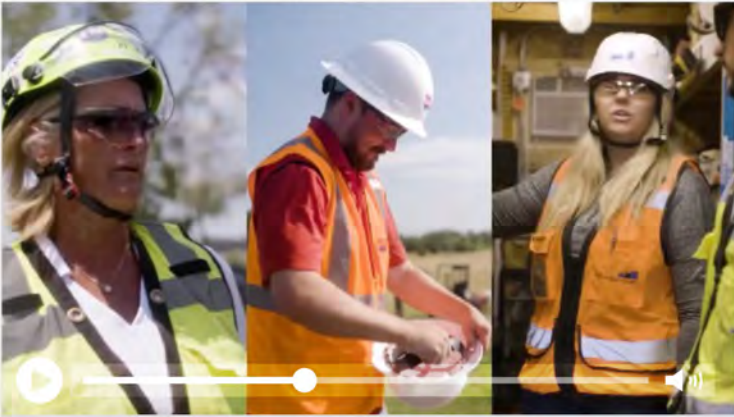
Brand Campaign Display Ads



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Here's to all the safety professionals who strive to keep workers safe and well-equipped while they do the work that moves the world. We thank you and your safety team. See the video.




For Work that Moves the World [Learn More](#)

120k 34 Comments

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At Red Wing, we think it's time those in the safety profession get the recognition they deserve. Without their diligence, the work that keeps our world in motion would not be possible. See our video tribute.




For Work that Moves the World [Learn More](#)

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Being devoted to safety is not just for workers. It's for the families and communities that depend on them. That's why we're saluting safety professionals who make it all possible. Watch the video:




For Work that Moves the World [Learn More](#)

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Safety Stories

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Deb Hilmerson:
A LIFE'S WORK IN ELEVATING WORKER SAFETY.

"NO ONE SHOULD DIE JUST FOR DOING THEIR JOB."




One day, very early in her career, Deb Hilmerson was working as a union construction worker, laying precast concrete on a big job when one of her coworkers died from a worksite injury. "He was just doing his job," Deb says. "He was going to leave at the same time as me that day. But then he didn't go home."

That incident made an indelible impression on Deb, and it was one that would propel her life's work for the next 30 years, from working as a crew member, to growing as a safety professional, to becoming a safety innovator and president of her own company that designs and manufactures construction safety products. All because she believes every worker should go home safe at the end of the day.

BREAKING GROUND AND BLAZING A TRAIL

Deb was never averse to hard work. As a teenager, she liked being busy in her dad's salvage yard, pulling car parts, driving loaders and crushing cars for scrap metal. After college, she looked for work opportunities where she could get paid well for her endless energy and ambition. As always, she didn't mind getting her hands dirty, and when the opportunity arose to work in the construction industry she was eager to learn the job alongside her peers and willing to confront common gender stereotypes she might encounter.

"At first it was challenging because there were very few women in construction," Deb recalls. "I had to prove myself and let them know that I didn't want to be relegated to the easy jobs. I wanted to be physically involved and do exactly what the guys did, without special treatment. Once I proved I could do it, most of the guys became my friends and brothers."



...more and more organizations are embracing workplace safety as

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DOING THE WORK THAT CONNECTS AMERICA.
Keeping utility workers safe on the job.

SAFETY RUNS DEEP



Quentin Johnson never really stops thinking about safety, even off the job. "I see people on those rental scooters flying around in and out of traffic, not wearing a helmet and it drives me crazy. Even around my family if I see someone doing something unsafe, I talk to them about doing it right, otherwise I wouldn't sleep at night if I didn't try and help."

Quentin has been seeing the world through a safety lens for the last seven years. Starting at a global organization which is a provider of safety and specialty services in over 500 locations worldwide, he was rotated through different locations including Minneapolis, Watford City, North Dakota and Kansas City. These early experiences were invaluable, and Quentin says, "That was where I met some of my best mentors. Mentors that I still have today who have been in the safety profession for a long time and really know the industry better than anyone else."


Today, he's still with the organization as the regional safety manager for one of their major utility companies. The trillion-dollar utility sector harnesses the power of natural resources for electricity, gas and water for the public—greatly impacting the lives of every single person. Quentin doesn't take the sheer magnitude of the utility industry lightly nor his role in navigating utility-specific safety concerns. He enjoys the days he gets to work at the job sites, with the crew, helping them with anything they may need. "We have pre-task meetings where we go through as a crew, all of the potential hazards of the jobs they're going to perform for that day. And then, identifying and mitigating any foreseen hazards."




CONTENDING WITH MAN-MADE AND NATURAL HAZARDS


Working in the utilities industry presents unique safety challenges. Quentin points out, "We just have to exercise

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Carina Sowinski:
MAKING SAFETY HER NORTH STAR.

A CAREER WITH MEANING




It's hard not to love a job that positively impacts the well-being and safety of so many people who, in turn, directly work on large-scale projects that touch the lives of thousands of community members. That's exactly how Carina Sowinski sees it. She brings her bright positivity to work every day along with a contagious attitude and enthusiasm. But a career in safety wasn't always on her radar.

For decades, the role of safety manager throughout the trades has been dominated by men. Even today, it's estimated that only about 22% of certified safety professionals are women. "I didn't learn about the safety profession until I was in high school. Originally, I was thinking about a pretty traditional path, maybe teaching or accounting. I had no idea that a safety profession even existed," she says. "When I was career searching, I found that I was drawn to risk management and occupational health and safety. I liked that these types of jobs still offered an opportunity to teach, but you were really helping co-workers be successful and go home safe to their families. I thought that not only was it a really good profession, but it also had a lot of meaning behind it."

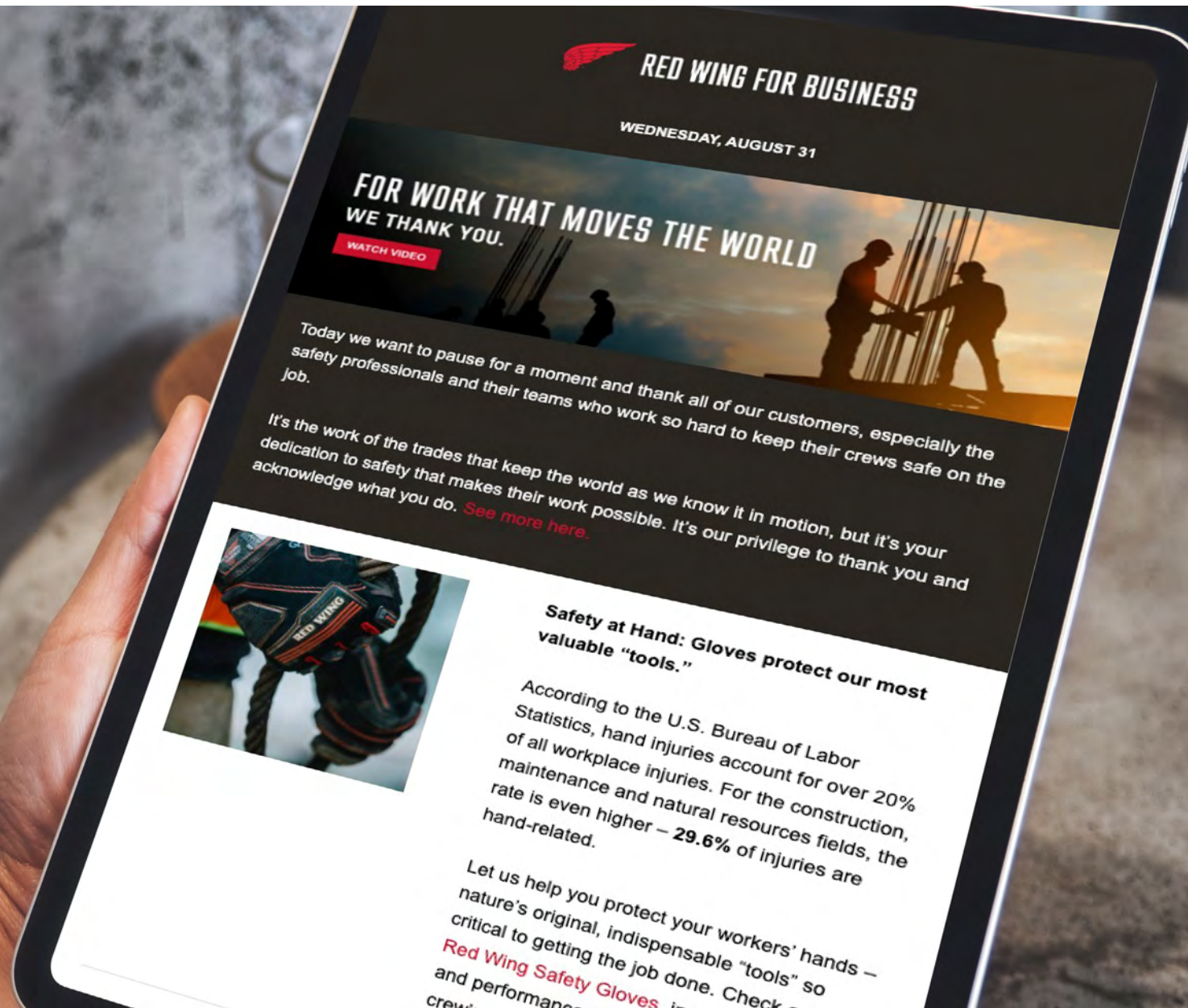
"WHY WOULD YOU WANT TO DO THAT FOR A LIVING?"

Once she decided on safety as a career, Carina thought her family would be as excited as she was, so she was a little surprised to get responses like "Why would you want to do that?" and "Are you sure?" She remembers thinking, how could something so important and impactful get these types of responses?

She believes most people don't have a clear understanding of the wide-ranging aspects of managing workplace health and safety. "People think we focus heavily on personal protective equipment (PPE) and making sure everyone is wearing the correct PPE. It's definitely a part of the job but it's really only a portion," states Carina. "Every day we're planning out high-risk activities, putting teams together, ensuring that individuals have the appropriate training to execute their tasks. We're focusing on engagement and making decisions on how we're going to sequence work to make it happen as safely as possible."



Newsletter



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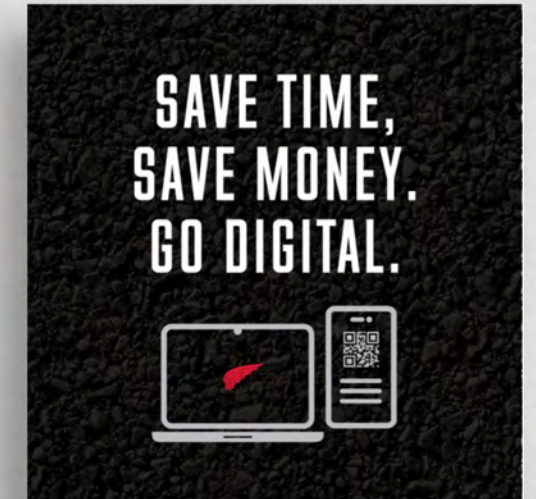
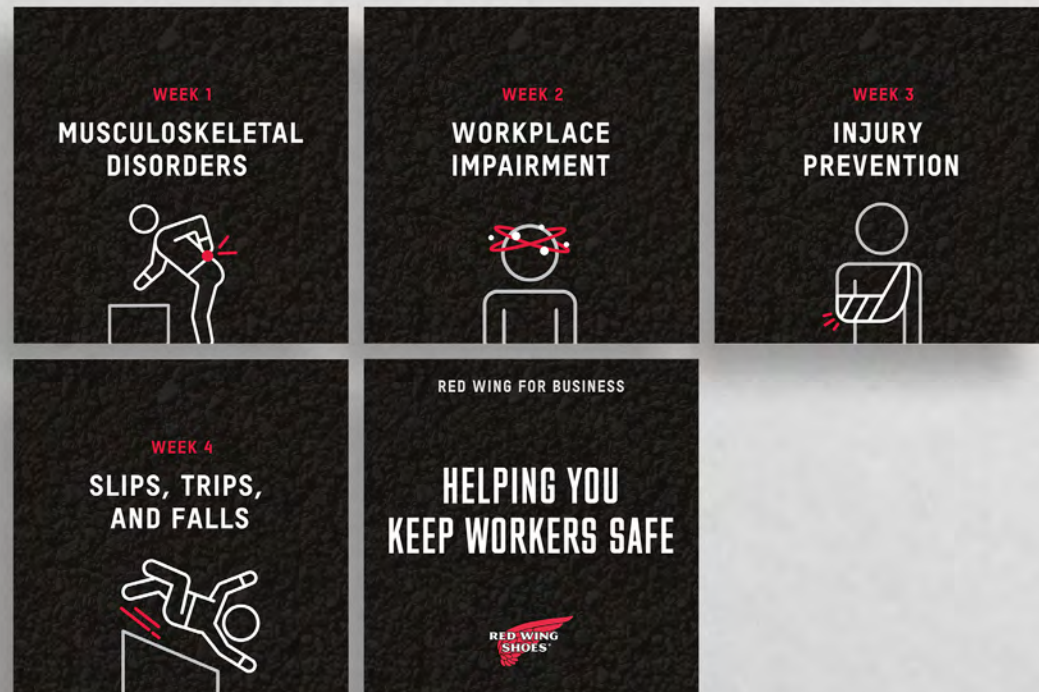
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Executive Brief



FACTORS TO CONSIDER BEYOND ROI

1 Does the safety initiative align with your current operation?

Make sure that any new proposed safety effort is in alignment with your organization's current and future goals and reflects your culture and core values.

- Does it fit with your big-picture business goals?
- Does it take into account other existing safety pain points?
- Does it demand new protocols, training and financial resources?
- Do you have the right people in place to make it a success?

2 Is it realistic?

If you're not sure how this new initiative will work in your real-world, ground-level operation, you may need to look for alternative solutions or partner with an outside expert who can help guide and support your plan.

- Can your team handle this initiative right now?
- Are there resources in place for proper implementation, especially if the initiative is rolled out to multiple localities?
- Will it streamline operations or create more work?
- Is it something that will truly help keep workers safer, while upholding compliance requirements?

3 Can you get buy-in?

Don't underestimate the role of employee buy-in. According to the U.S. Department of Labor, job openings are soaring, shattering previous records. Employees are no longer choosing to remain in jobs that don't completely satisfy them. However, nothing boosts the morale of today's demanding employees like proving you're committed to investing in their safety.

- Remember that your employees need to see the benefits of any new safety effort.
- Who else will need to determine whether new equipment, processes or programs are "worth it" in terms of efficiently getting the job done?
- You need to win over "hearts and minds" to make a change and to make that change stick; do you have the staff to do that?

Broaden your definition of "return"

Many modern executives are embracing a broader definition of "ROI" - one that reaches across functions and takes more intangible measures into account. In addition to injury- and cost-reduction, safety solutions can deliver company-wide benefits. For example:

- A new EHS software may also deliver labor-saving efficiencies
- Safety initiatives are tangible "proof points" in line with company mission statements
- Recruiting and retaining quality workers by providing them with premium PPE and modern safety gear can be a game-changer, especially in today's labor market
- The compliance factor - avoiding fines, and media headlines, for violating OSHA regulations helps protect your brand as well as your people



LEADERSHIP VIEWPOINTS ON SAFETY

More than 60% of CFOs reported that each \$1 invested in injury prevention returned \$2 or more, and more than 40% said productivity was the greatest benefit of an effective workplace safety program.¹

Ultimately, if you want to be an executive who advocates for EHS, you have to tailor the many benefits of safety to the needs and demands of your fellow stakeholders. Show them how safety can help them hit their performance targets and be successful, and you'll get their attention.

Finally, of course, we can't forget the physical, emotional and financial toll that workplace accidents can have on employees and their families. You can be proud of doing your part to help optimize their safety and quality of life.

DON'T FORGET THE VALUE OF FEELING SAFE

Sometimes an important human factor can get lost amid all of the data: Never underestimate the value of a safe, stable workplace for your employees. According to McKinsey & Company, research shows that among the 12 reasons people leave their jobs without having another one to go to is an unsafe work environment and lack of support for health and well-being. Likewise, safety is a top reason why people accepted new jobs.

TOP REASONS FOR QUITTING PREVIOUS JOB, APRIL 2021-APRIL 2022



PROTECTING YOUR GREATEST ASSET

We believe that investing in the safety and health of your greatest assets - your people - is always good for your company. We're here to help you protect your employees with PPE that delivers premium protection through streamlined state-of-the-art safety programs. Talk to us about safety's true costs as well as its significant returns including a productive workforce and a healthy bottom line.

Visit www.redwingsafety.com to learn more.

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Senior Leadership Buy-In White Paper



Non-Fatal Injuries Infographic

WHO'S GETTING INJURED?

Nearly 2/3 of all injuries requiring ER treatment are sustained by men.



Sources: U.S. Bureau of Labor Statistics, 2019 Data; The Centers for Disease Control and Prevention (CDC) 2020 Data

OCCUPATIONAL HAZARDS

Jobs that generate the most injuries and illnesses (in incidents per 10,000 full-time employees):

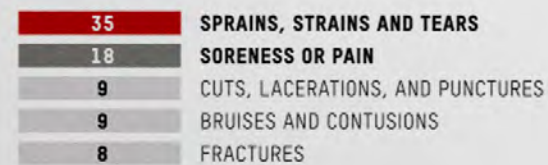


Source: U.S. Bureau of Labor Statistics, 2019 Data



TOP 5 INJURIES

(in incidents per 10,000 full-time employees)



Source: U.S. Bureau of Labor Statistics, 2020 Data



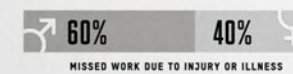
WHERE DOES IT HURT?

An in-depth look at injuries and illnesses on the job.

Safety never stops. Apply these insights, trends and tendencies – driven by U.S. Bureau of Labor Statistics data – to your own workplace, so you can better protect your team and create a safer environment.

WHO'S GETTING INJURED?

Nearly 2/3 of all injuries requiring ER treatment are sustained by men.



Sources: U.S. Bureau of Labor Statistics, 2019 Data; The Centers for Disease Control and Prevention (CDC) 2020 Data

OCCUPATIONAL HAZARDS

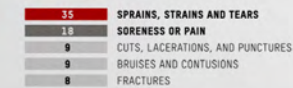
Jobs that generate the most injuries and illnesses (in incidents per 10,000 full-time employees):



Source: U.S. Bureau of Labor Statistics, 2019 Data

TOP 5 INJURIES

(in incidents per 10,000 full-time employees)



Source: U.S. Bureau of Labor Statistics, 2020 Data

MISSED DAYS = MISSED PRODUCTIVITY

Here are some of the most problematic injuries that are forcing time away from the jobsite:



Source: U.S. Bureau of Labor Statistics, 2020 Data

STATES OF PERFORMANCE

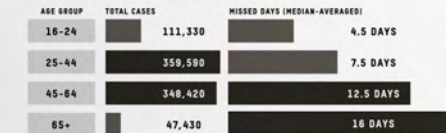
In 2020, 22 states had a rate of non-fatal workplace injuries and illnesses significantly above the national average.



Source: U.S. Bureau of Labor Statistics, 2020 Data

INJURIES THROUGH THE AGES

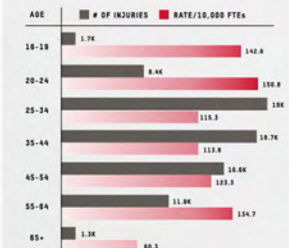
Younger and middle-aged private-industry workers tend to experience more injuries and illnesses, but older workers typically miss more days per incident.



Source: U.S. Bureau of Labor Statistics, 2020 Data

CONSTRUCTION TAKEAWAY: YOUNGER WORKERS NEED GUIDANCE

Number and rate of nonfatal injuries resulting in days away from work in construction, 2016-2019 average:

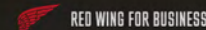


This construction data snapshot shows that, while younger workers may not have the highest number of injuries, they can often have the highest rate. Are you seeing this in your workplace, too? To help protect them, make sure you:

- Conduct brief, frequent trainings to reinforce best-practices
- Remind them of proper PPE and why it matters
- Post safety messaging where it has the greatest impact
- Pair them with a mentor who'll emphasize quality work and safe results

Source: CPWR, The Center for Construction Research & Training, 2016-2019 Data

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Red Wing makes more than 350+ safety footwear styles for men and women in industries of all kinds. Available in-store, on the job site and online.

redwingsafety.com

Foot Safety Hazard Checklist

RED WING SHOES

6 COMMON FOOT SAFETY HAZARDS CHECKLIST

Red Wing for Business helps companies keep workers safe, comfortable and productive on the job. And when it comes to foot safety, we'll put our 115+ years of expertise to work for you. This checklist can help you assess your workplace for potential foot safety pitfalls which may be easy to overlook. If you'd like a fresh pair of expert eyes, we can offer a "virtual" walkthrough of your location to help look for possible hidden hazards.

- IMPACT**
Anything that looks like there's a risk of something heavy that could drop or fall on the foot such as tools on raised tables, heavy crates, steel bars or concrete blocks, etc.
- PENETRATION (SOLE PUNCTURE)**
Objects that may puncture footwear, such as scrap metal, pallet nails, and glass.
- COMPRESSION (ROLLOVER)**
Anything that may pose a risk of a compression or rollover foot injury, such as automatic closing doors, pallet jacks, forklifts, etc.
- METATARSAL INJURY**
Any examples where there's a risk of injury to the top of the foot, such as heavy industrial applications, large/heavy suspended parts or falling objects, etc.
- ELECTRICAL HAZARD**
Electrical Hazard (EH): Areas that pose a risk for potential electric shock, such as exposed conduits, breaker panels, or energized machinery.
Static Dissipative (SD): Areas that pose the risk of creating a static charge, such as sensitive electronic manufacturing, or electrostatic spraying.
- SLIPS, TRIPS & FALLS**
Areas where there's potential for slipping or tripping, such as oil or liquid on floors, polished concrete or other slippery floor materials, ladders and stairs without anti-slip treatments, uneven thresholds or transitions from one floor type to another.

If you find this checklist useful, think about taking the next step. Talk with our foot safety experts at [Red Wing for Business](#), and discover safety solutions that can provide peace-of-mind for you and enhanced safety for your crew.

RED WING FOR BUSINESS | Red Wing makes more than 350+ safety footwear styles for men and women in industries of all kinds. Available in-store, on the job site and online.

LET'S CONNECT

Nurture Emails



Managing your crew's safety footwear program can be complicated. You deserve a partner who can deliver best-in-class safety footwear along with solutions that make implementation easier and save you time. That's [Red Wing for Business](#) – the program that helps you:

- **Maximize compliance** – ensuring every crew member gets footwear with the right safety features
- **Simplify administration** – for streamlined safety footwear selection, distribution and compliance
- **Optimize worker safety and satisfaction** – with footwear built for both protection and all-day comfort

Watch our [short video](#) to discover how our safety footwear and digital tools can make it easier to run a successful safety footwear program.

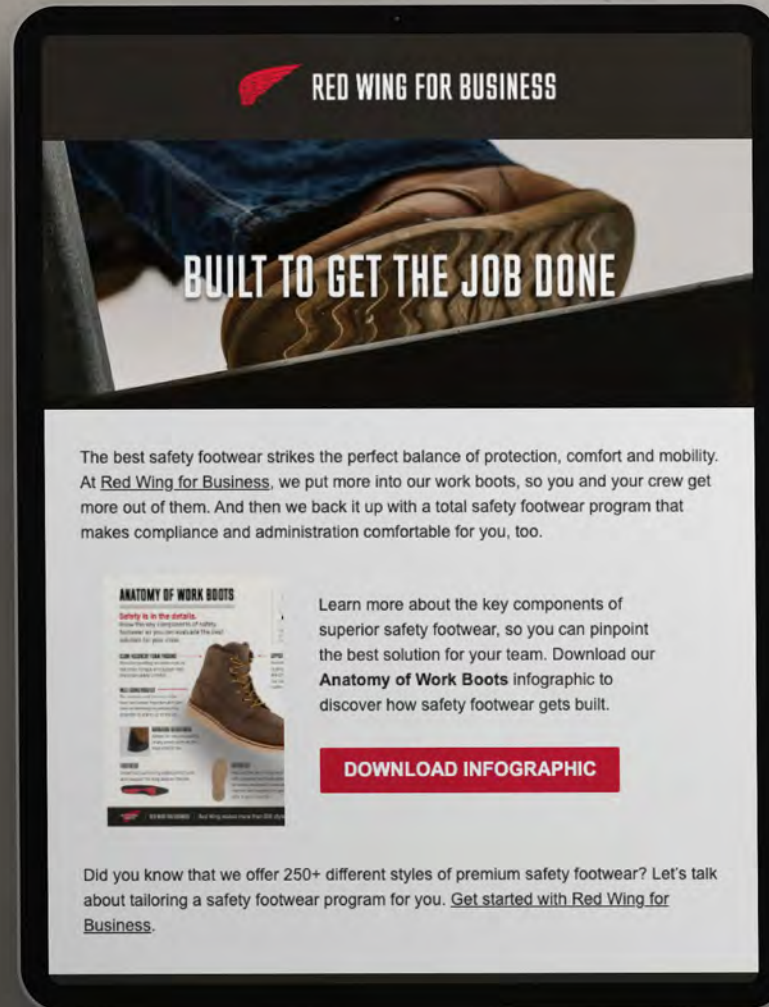


[SEE HOW IT'S DONE](#)

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IN-STORE ON-SITE ONLINE

redwingsafety.com



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BUILT TO GET THE JOB DONE

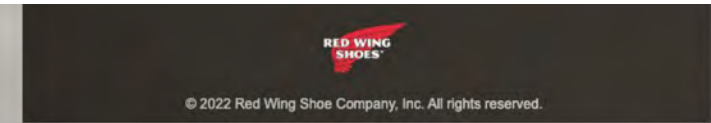
The best safety footwear strikes the perfect balance of protection, comfort and mobility. At [Red Wing for Business](#), we put more into our work boots, so you and your crew get more out of them. And then we back it up with a total safety footwear program that makes compliance and administration comfortable for you, too.



Learn more about the key components of superior safety footwear, so you can pinpoint the best solution for your team. Download our [Anatomy of Work Boots](#) infographic to discover how safety footwear gets built.

[DOWNLOAD INFOGRAPHIC](#)

Did you know that we offer 250+ different styles of premium safety footwear? Let's talk about tailoring a safety footwear program for you. [Get started with Red Wing for Business.](#)



RED WING FOR BUSINESS

COMPLIANCE. CONFIDENCE. CONTROL.

Not all safety footwear programs are the same. Benefits and services vary and some may not meet all your business needs. We make it easy to take a closer look. We can show you how [Red Wing for Business](#) offers a trusted safety footwear program that can:

- **Align jobs — and their safety regulations** — with the appropriate safety footwear for your crew
- **Manage employee eligibility and voucher distribution**, with varying subsidy levels and distribution schedules
- **Outfit your crew with quality safety footwear** to help minimize injuries and meet regulations
- **Offer invoice scheduling options and reports** tailored to your unique needs

Compare these benefits and others with our [Program Checklist](#) to make sure you're considering everything you need to keep your crew safe and productive.

[VIEW CHECKLIST NOW](#)

Ready to experience more Red Wing for Business advantages? [Get started now.](#)

Sales Presentation



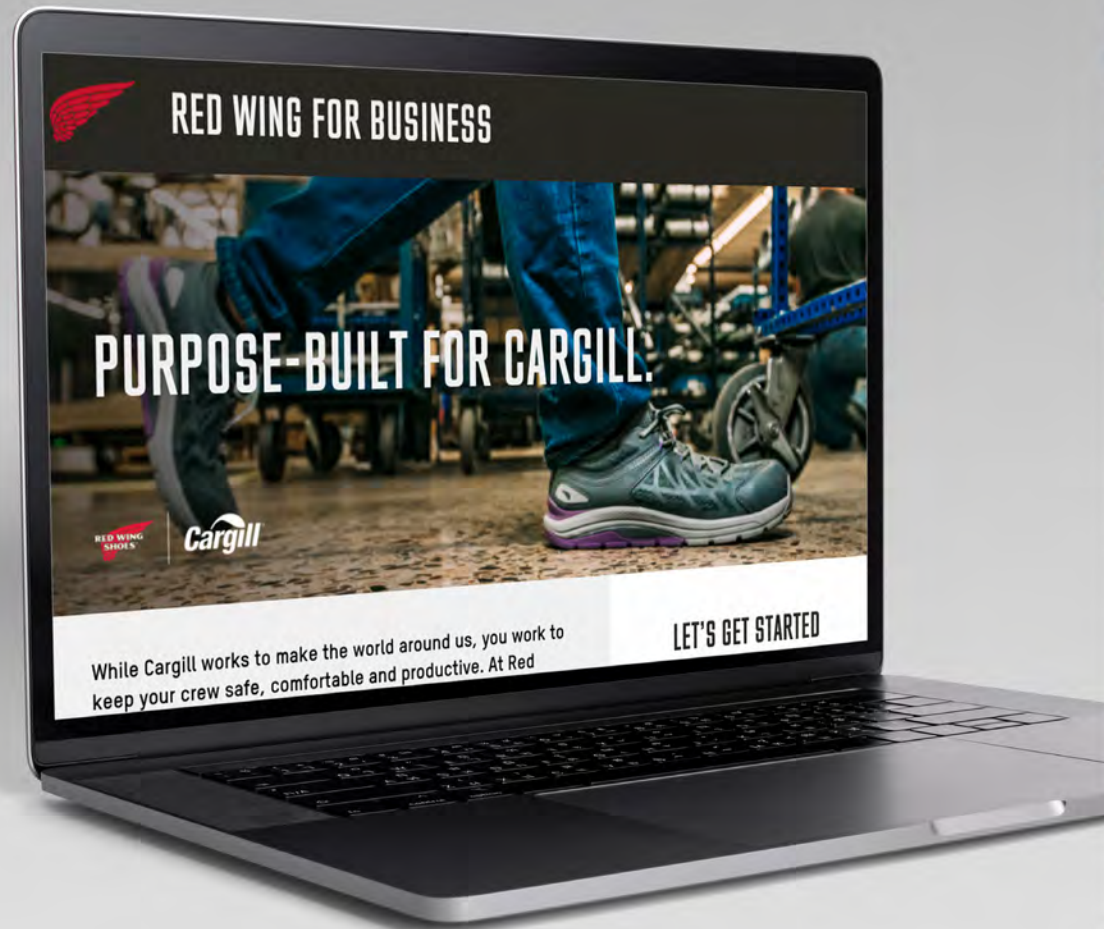
A collage of overlapping presentation slides for "THE TOTAL SOLUTION" by Red Wing for Business. The slides are arranged in a perspective view, showing different sections of the presentation. The main slide in the center features the title "THE TOTAL SOLUTION" in large white letters on a dark background. Below the title, there are several sections with white backgrounds and black text:

- PRODUCTS**: Personal head-to-toe personal protective equipment (PPE), including three brands of legendary safety footwear.
- SERVICES**: The Ultimate Fit Experience (UFEX), Lifetime Tune-up and Customer Service Support.
- DISTRIBUTION**: The nation's largest distribution network gives workers choice and convenience when purchasing company-approved PPE via 1,200+ stores, 170+ mobile stores and now online.
- BUSINESS ADVANTAGE**: Customized portal provides clear account overviews, easy voucher creation, invoice and payment management and more.
- SUPPORT, PARTNERSHIP & EXPERTISE**: Ongoing support, safety news and specification updates. Plus, tools you can use to communicate and simplify program roll-out for your employees.

Other slides visible in the collage include:

- A slide titled "ACCOUNT SETUP" with the sub-heading "Account setup process" and an icon of a clipboard with a checkmark. It includes the text: "The process is simple. Just sign the program agreement and provide necessary account information, i.e., W9 forms, billing contact, etc."
- A slide with a map of the United States showing various states with red and black dots, indicating store locations. States labeled include WASHINGTON, OREGON, IDAHO, MONTANA, SOUTH DAKOTA, DAKOTA, MINNESOTA, WISCONSIN, SONORA, CHIHUAHUA, COAHUILA, and TEXAS.
- A slide with the headline "WHEREVER WORK HAPPENS, RED WING IS THERE." and the text: "We make it simple and convenient to outfit your entire workforce, wherever they may be. In fact, Red Wing for Business offers the largest distribution network, so workers have convenient access to company-approved safety footwear via 1200+ stores, 170+ mobile stores, or 24/7 online ordering."
- A slide with a chalkboard background showing a drawing of a hard hat and safety glasses connected by a dotted line.

ABM Landing Pages



While Cargill works to make the world around us, you work to keep your crew safe, comfortable and productive. At Red Wing for Business, we're proud to be working with some of your colleagues at Cargill and we'd like to work with you too. From maximizing safety to minimizing administration, our safety footwear program is with you every step of the way.

SEE HOW RED WING FOR BUSINESS CAN MAKE YOUR JOB EASIER:



MAXIMIZE COMPLIANCE
Be confident you're outfitting every crew member with the right footwear.



SIMPLIFY ADMINISTRATION
Streamline the logistics of distribution and compliance, and minimize returns.



PROVIDE SUPERIOR SAFETY & COMFORT
Provide purpose-built footwear with superior protective features and a comfortable fit.

LET'S GET STARTED

YOUR RED WING FOR BUSINESS REPRESENTATIVE



David Hull, Key Account Manager,
Red Wing Shoe Company
David.Hull@redwingshoes.com
612-802-4299

For more information complete the form below.

first name *

last name *

email *

country *

business phone * (555) 555-5555

password *

NEXT

SEE HOW WE'VE SOLVED CHALLENGES FOR OTHER COMPANIES.

No matter what challenges you face in keeping your crew safe and productive, chances are we've helped another company solve something similar. Contact us today to learn more about our solutions.



BOOST CREW SAFETY AND SATISFACTION

With 250+ industry-specific styles of safety footwear in innovative designs, we'll help you find solutions that keep workers safe and comfortable all day long.



OPTIMIZE CONTROL AND VALUE

Secure digital vouchers, real-time eligibility management and consolidated invoicing increase accuracy, streamline reporting and minimize unnecessary costs.



REDUCE RISK TO YOU AND YOUR CREW

Reduce slip, trip and fall injuries to workers, minimize your liability and meet OSHA regulations with greater confidence.



GET THE CONVENIENCE AND SERVICE YOU DESERVE

With our responsive service team, 1200+ retail locations, 170+ mobile shoe stores, and digital tools, we provide the support you need with solutions that save time and eliminate hassles.



WANT TO SEE MORE?

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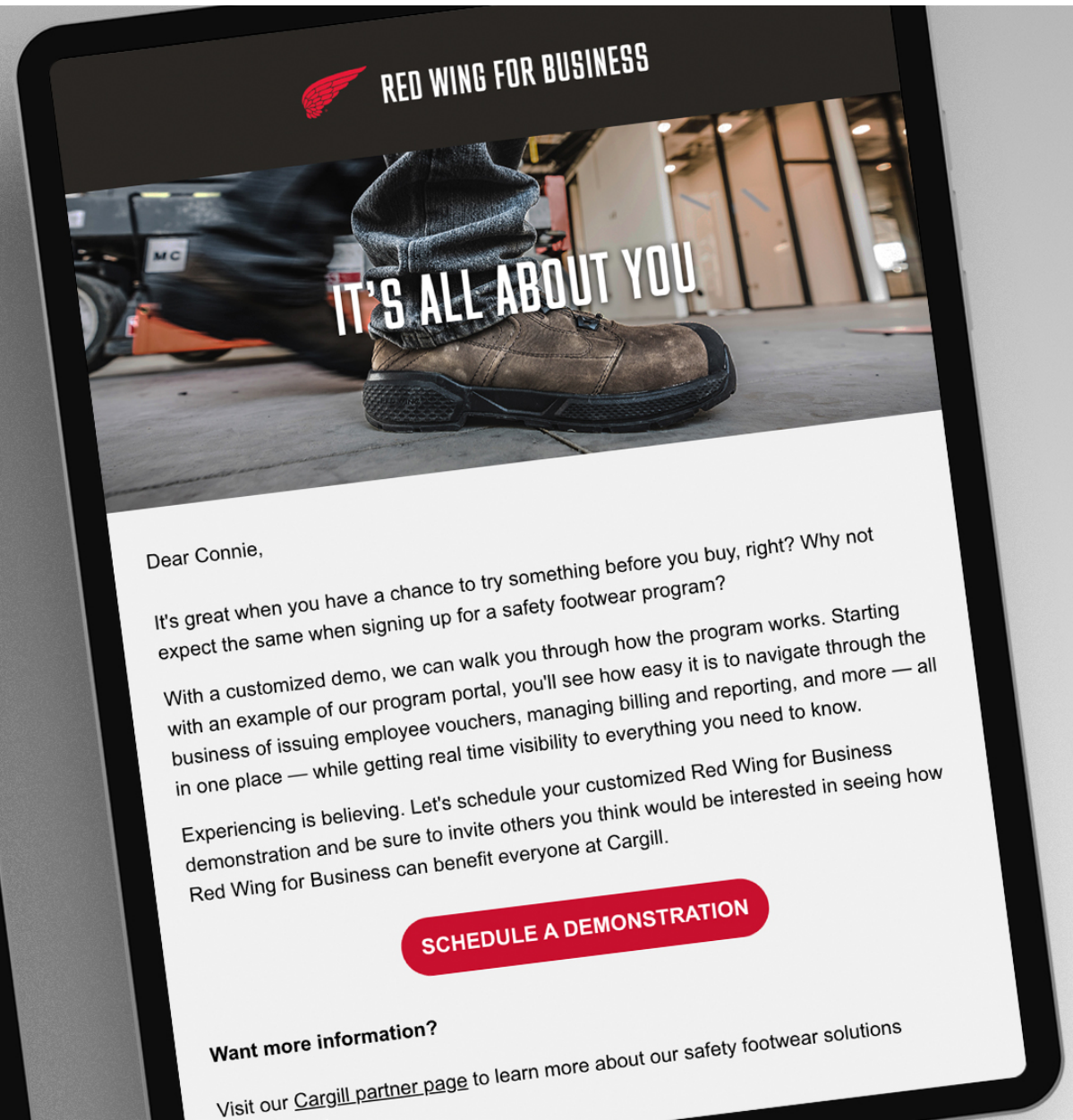
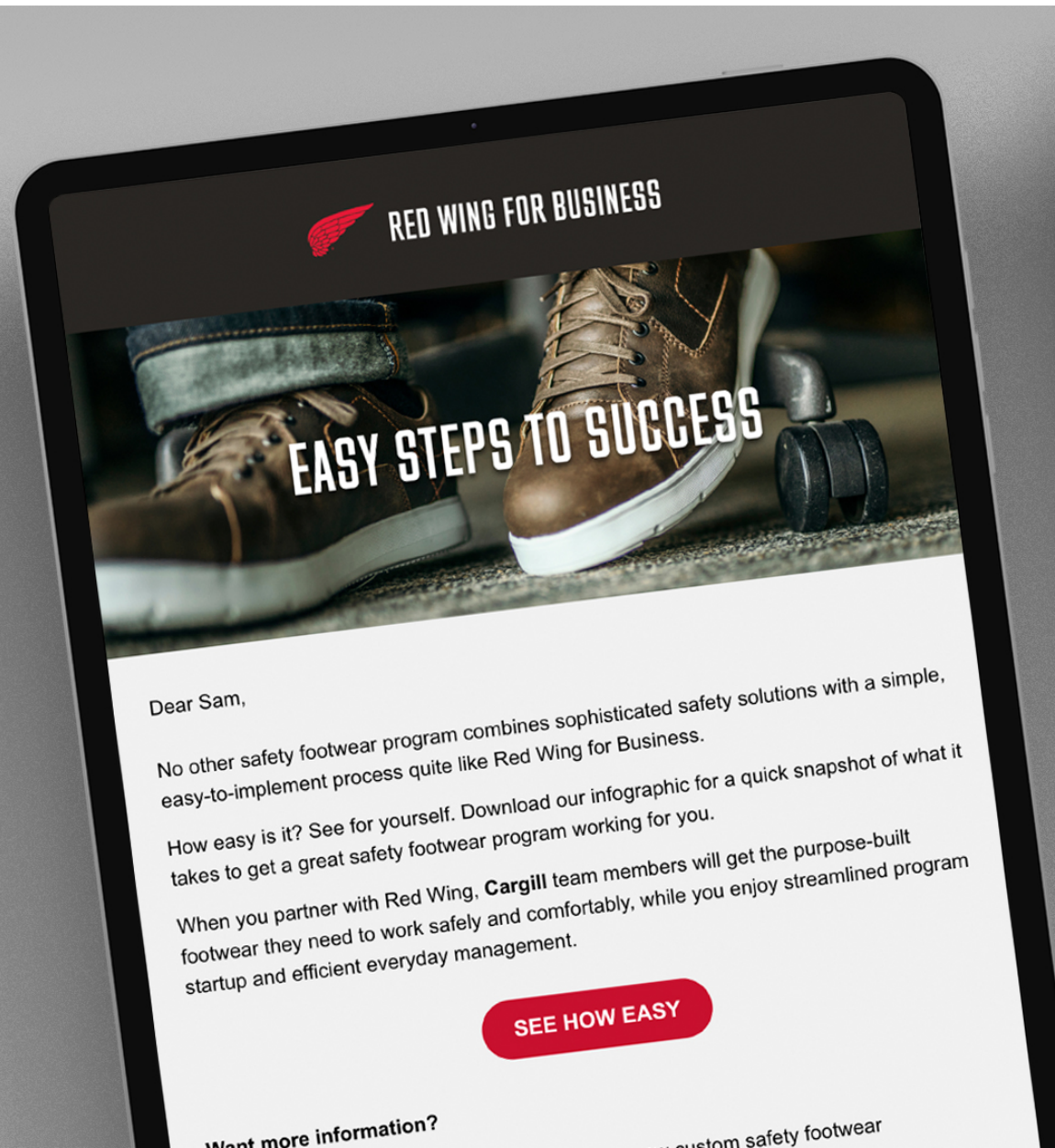
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www.redwingsafety.com

ABM Emails



Guide to Going Digital



How The Digital World Brings Real World Benefits To Your Business.

As employee safety and well-being have become a real priority at companies around the world, an effective and efficient workplace safety program is no longer optional—it's a must-have. This renewed focus on improving workplace safety programs means today's safety professional has one of the most important jobs within the enterprise.

As these safety professionals continue working to strengthen and enhance their organization's safety cultures, they are increasingly discovering the need to eliminate the inefficient, time-consuming and costly processes involved in administrative tasks.

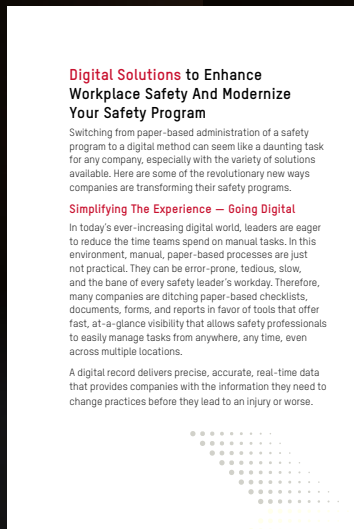


Embracing A Digital Mindset

A successful workplace safety program is based on many factors, including employee compliance, risk assessment and mitigation. The old manual processes are not effective when it comes to making informed, real-time decisions, identifying potential threats and monitoring employees in a highly distributed workforce. To that end, safety leaders and their companies are starting to embrace the digital mindset when it comes to workplace safety.

From the use of digital forms to ensuring compliance to safety standards and identifying safety risks, companies are going above and beyond to transition from traditional processes into modern digital management solutions to help relieve some of the stress and drive efficiencies.

A digital approach to safety processes provides the data and insight necessary for safety professionals to make strategic decisions about how they manage their workplace safety programs. And perhaps most importantly, it demonstrates a significant commitment to employee safety.



Digital Solutions to Enhance Workplace Safety And Modernize Your Safety Program

Switching from paper-based administration of a safety program to a digital method can seem like a daunting task for any company, especially with the variety of solutions available. Here are some of the revolutionary new ways companies are transforming their safety programs.

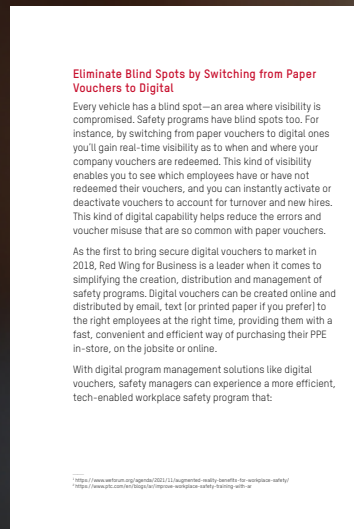
Simplifying The Experience — Going Digital

In today's ever-increasing digital world, leaders are eager to reduce the time teams spend on manual tasks. In this environment, manual, paper-based processes are just not practical. They can be error-prone, tedious, slow, and the bane of every safety leader's workday. Therefore, many companies are ditching paper-based checklists, documents, forms, and reports in favor of tools that offer fast, at-a-glance visibility that allows safety professionals to easily manage tasks from anywhere, any time, even across multiple locations.

A digital record delivers precise, accurate, real-time data that provides companies with the information they need to change practices before they lead to an injury or worse.

Digital processes help to:

- Improve communication and response times across teams and locations
- Save space and time by reducing piles of paper and streamlining administrative work
- Mitigate costly and often avoidable legal claims by having easily accessible digital records



Eliminate Blind Spots by Switching from Paper Vouchers to Digital

Every vehicle has a blind spot—an area where visibility is compromised. Safety programs have blind spots too. For instance, by switching from paper vouchers to digital ones you'll gain real-time visibility as to when and where your company vouchers are redeemed. This kind of visibility enables you to see which employees have or have not redeemed their vouchers, and you can instantly activate or deactivate vouchers to account for turnover and new hires. This kind of digital capability helps reduce the errors and voucher misuse that are so common with paper vouchers.

As the first to bring secure digital vouchers to market in 2018, Red Wing for Business is a leader when it comes to simplifying the creation, distribution and management of safety programs. Digital vouchers can be created online and distributed by email, text (or printed paper if you prefer) to the right employees at the right time, providing them with a fast, convenient and efficient way of purchasing their PPE in-store, on the jobsite or online.

With digital program management solutions like digital vouchers, safety managers can experience a more efficient, tech-enabled workplace safety program that:



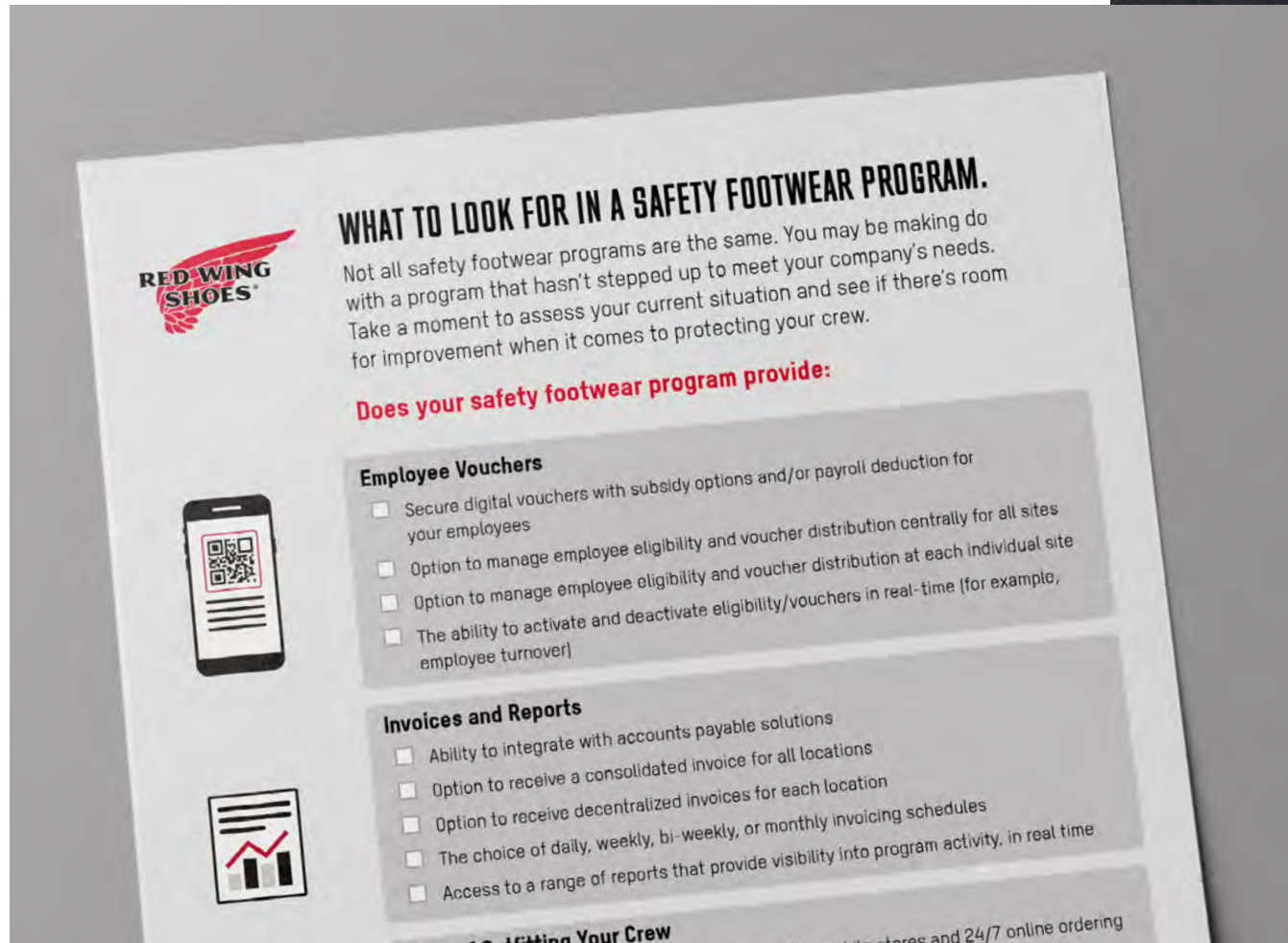
- Minimizes inventory carrying costs and distribution
- Ensures footwear compliance even across large numbers of employees and locations
- Puts program data at your fingertips, including real-time visibility and control over employee eligibility and tracking their purchases
- Enables you to handle invoices your way. For instance, you can choose to receive consolidated or decentralized invoices on a daily, weekly, bi-weekly or monthly schedule from purchases made at retail stores, mobile stores or online.

It's time to leverage all the possibilities of going digital. Let Red Wing for Business give you the confidence, control, and convenience you need to focus less on doing program administration and more on doing what's most important — keeping your workers safe.

<https://www.redwing.com/legals/021113/legals/red-wings-safety-for-business-safety/>
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Program Checklist & Virtual Walkthrough



RED WING SHOES
RED WING FOR BUSINESS
FOOT SAFETY VIRTUAL FACILITY WALKTHROUGH

Today's Date _____

Let's work together to spot potential foot hazards in your workplace and assess the proper safety footwear needed by your crew.

Company name _____
Location name & address _____
Department name _____
Type of work performed in this department _____

POTENTIAL FOOT HAZARD SOURCES Low Risk Med Risk High Risk

1. IMPACT SOURCES
Please capture any examples of objects that pose a risk of being dropped or falling on the foot, such as tools on raised tables, large/heavy crates being lifted or moved, etc.

SOURCE	RISK LEVEL	SOURCE	RISK LEVEL	Overall Risk
	Low Med High		Low Med High	Low Medium High
	Low Med High		Low Med High	Low Medium High

2. COMPRESSION (ROLLOVER) SOURCES
Please capture any examples that pose a risk of a compression/rollover foot injury, such as automated closing doors, pallet jacks, forklifts etc.

SOURCE	RISK LEVEL	SOURCE	RISK LEVEL	Overall Risk
	Low Med High		Low Med High	Low Medium High
	Low Med High		Low Med High	Low Medium High

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Case Studies



CASE STUDY
MALIN™



Headquartered in Addison, Texas, Malin provides superior intralogistics solutions for companies both large and small in a wide variety of industries. As one of the largest U.S. Solutions & Support Centers for The Raymond Corporation, Malin specializes in the sale and service of forklifts and material handling equipment.

CHALLENGE

Safety in the workplace is a top priority for Malin. Most of their hundreds of field technicians spend time working at customer locations when those customers need maintenance or repairs on their forklift fleets. "We always encourage our people to take care of their feet. It's incredibly important, and particularly for technicians," said Simone Garner, Senior Manager of People Services for Malin. "It's mostly about the safety toes. Our technicians are working with heavy equipment. Parts of the forklift that they're working on, like drive wheels or tires, are very heavy. We want to make sure that the front part of their foot is protected with the safest boots possible."

"I love our custom portal. It's super easy to navigate, but it still meets all of the needs for our team. It's just very, very simply done."

—SIMONE GARNER
Senior Manager of People

Given their widespread customer base, many Malin technicians travel to jobs in distant locations, so the company wanted a safety footwear program with a large presence and distribution network that would make it easy for employees to get the footwear



CASE STUDY
LIQUID ENVIRONMENTAL SOLUTIONS



Founded in 2002, today Liquid Environmental Solutions (LES) is widely recognized as one of the most trusted resources for the responsible management of non-hazardous liquid waste and semi-solids. Based in Irving, Texas, they currently provide a full range of business solutions for the collection, transportation, processing, recycling, reclamation and disposal of non-hazardous liquid wastes for some of the largest restaurant and food service facilities nationwide.

"For anyone looking for a safety footwear program, I would definitely recommend Red Wing for Business. It's been a seamless experience using digital vouchers. And beyond the ease and convenience of providing us quality work boots, they've become a true partner to us. It's one of the best programs I've seen."

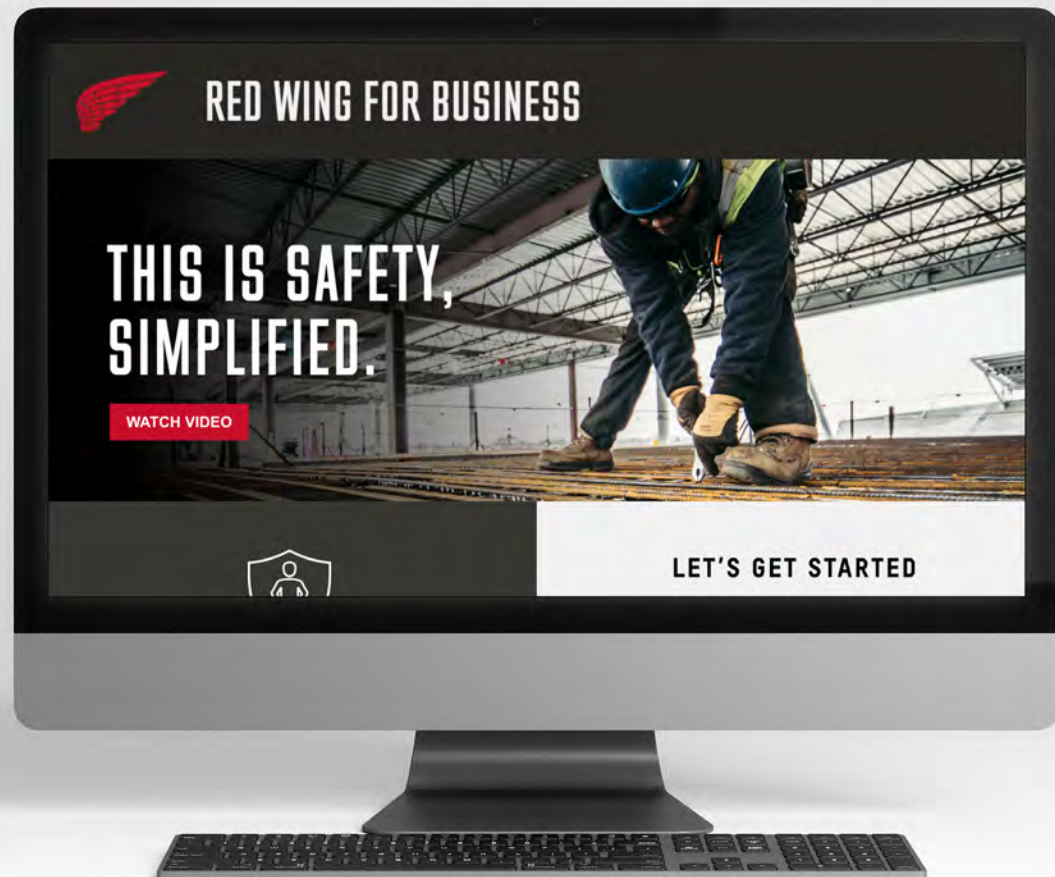
—KYLE DREW,
Environmental Health and Safety at Liquid Environmental Solutions

CHALLENGE

With more than 800 employees in the field servicing restaurants, grocery and other professional food facilities in locations across the country, Liquid Environmental Solutions —struggle with organizational and logistical challenges in managing their safety footwear program. Restaurants, commercial kitchens and food service facilities — struggle with keeping cooking oil, grease, and other substances off floor surfaces. For LES, preventing injury to their employees from slips on these types of slick surfaces is a top priority.

While they've always required their employees to wear slip-resistant and waterproof footwear, the safety team was burdened by the excess paperwork involved in creating and distributing paper vouchers for redemption. With hundreds of employees all around the country, it was extremely time-consuming to manually verify compliance for work crews in dozens of locations. "Oversight was difficult, lag times were enormous and there was a high probability for human error, program abuse and fraud," said Kyle Drew, Environmental Health and Safety.

Next Gen Campaign Landing Page



RED WING FOR BUSINESS

THIS IS SAFETY, SIMPLIFIED.

[WATCH VIDEO](#)

HEAD-TO-TOE PROTECTION MADE EASY.
Get world-class safety footwear and workwear from a partner that has your back.

- Personal protective equipment (PPE) experts who'll add value to your team
- Compliance know-how so you can outfit your crew with confidence
- State-of-the-art digital solutions for streamlined administration
- Unmatched product distribution

LET'S GET STARTED
Optimizing safety starts right here:

Reason for Contacting Us:

First Name*

Last Name*

Email

Country*

Business Phone*

[LET'S CONNECT](#)

*required

A SAFETY FOOTWEAR PROGRAM BUILT YOUR WAY.
We'll customize a program to your unique demands. Your team stays safe and comfortable. And you stay in control.

[GET MORE DETAILS](#)

PPE SOLUTIONS FROM HEAD TO SAFETY TOE.
Along with legendary work boots, we offer total-body PPE solutions - including flame-resistant workwear, gloves, safety glasses and more.

UNMATCHED PURCHASING CONVENIENCE.
We offer the nation's largest distribution network, so no matter where your workers are located, we make it easy to get their PPE anytime, anywhere they choose.

IN-STORE
1700+ retail stores

ON-SITE
175+ mobile stores

ONLINE
24/7 online ordering

WORKING HARD FOR SOME OF TODAY'S TOUGHEST INDUSTRIES
ENERGY | MANUFACTURING | WAREHOUSING | TRANSPORTATION | CONSTRUCTION

WORKING HARD FOR SOME OF TODAY'S TOUGHEST INDUSTRIES
ENERGY | MANUFACTURING | WAREHOUSING | TRANSPORTATION | CONSTRUCTION

A TRUE PARTNER EVERY STEP OF THE WAY.
When it comes to PPE, we've got your workers, and your business, covered.

MAXIMIZE COMPLIANCE
Meet global safety regulations for every crew member.

ELEVATE SAFETY AND COMFORT
Superior safety features help prevent injuries with craftsmanship that delivers all-day comfort.

FULL-BODY PROTECTION
Our premier PPE portfolio includes high-performance safety footwear, workwear, safety gloves, eye protection and more.

ADMINISTRATIVE EASE
We'll make outfitting your team smooth, simple and convenient, saving you time and money along the way.

Learn more by downloading our [Red Wing for Business Brochure](#).

[CONNECT WITH RED WING](#)

"Our safety footwear program shows employees that we invest in our people as much as in our machines. The quality and service have always put Red Wing at the top of my list of providers."

JOSH STURGES, ENVIRONMENTAL HEALTH AND SAFETY MANAGER, KIDDE-FENVAL

READY TO SEE HOW WE CAN HELP MAXIMIZE SAFETY AND MINIMIZE YOUR WORKLOAD?

[LET'S TALK](#)

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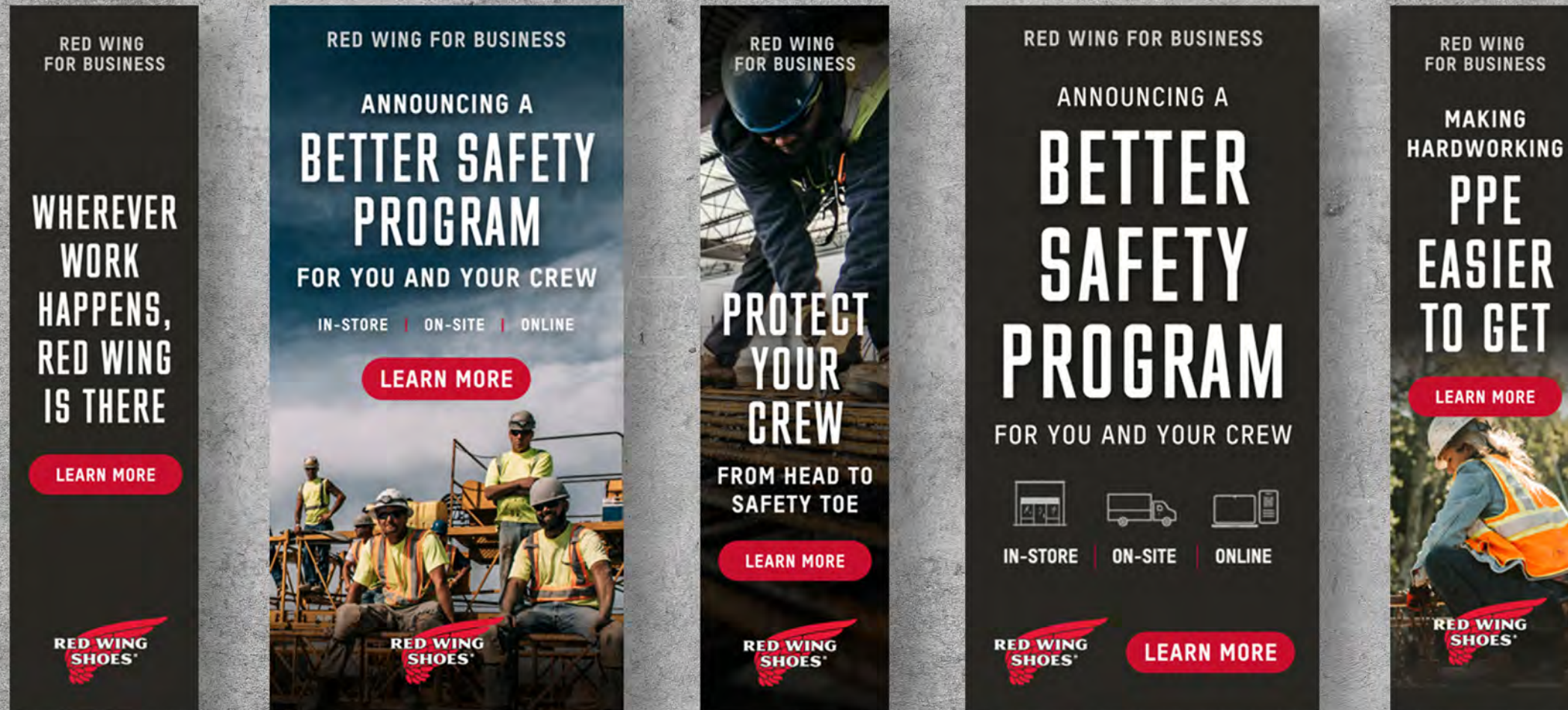
INTERESTED IN MORE INFORMATION?
Get more details about Red Wing for Business.
Find a Red Wing store near you.
View our safety footwear selection.

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RED WING SHOES

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