



## **FOR IMMEDIATE RELEASE**

### **Protective Industrial Products, Inc. Launches New Line of Disposable Ear Plugs**

LATHAM, NY – February 27, 2020 – Protective Industrial Products, Inc. (“PIP”), a leading supplier of hand protection and general safety products, announces the launch of a comprehensive lineup of disposable ear plugs.

The launch of this new product line represents PIP’s all-out foray into the manufacturing of hearing protection, specifically, disposable foam ear plugs. The 2018 acquisition of the HEAROS manufacturing facility coupled with a \$1 million investment in new, state-of-the-art production machinery allowed PIP® to leverage decades of technical expertise and industry experience to create a new generation of disposable foam ear plugs.

Initially off this new production line are fourteen new products that include corded, uncorded and metal-detectable styles. All the new ear plugs feature PowerSoft™ Technology, a proprietary polyurethane foam formulation that results in ear plugs with an optimally sized cell structure that expands gently and evenly inside the ear canal.

PIP® Vice President of Global Marketing, Anthony Di Giovanni, stated, “This is a significant launch for us because of the unique PowerSoft™ foam technology and this puts us in a leading competitive position.” He concluded, “We’re not just talking disposable ear plugs, we’re talking sophisticated, quality hearing protection that is unmatched in comfort and performance.”

The launch of this new line further solidifies PIP’s position as a global leader of hand protection and general safety products. PIP’s continued goal is to provide its distributors and retailers with choice, service, quality and expertise in an expanded product offering that delivers solutions to meet every need in worker safety.

#### **ABOUT PROTECTIVE INDUSTRIAL PRODUCTS**

PIP’s global mission of “Bringing the Best of the World to You®” is fulfilled every day by way of its portfolio of companies and brands. Protective Industrial Products (PIP®) is a leader in providing innovative safety products to wholesalers and distributors in the industrial channels. PIP®, along with its recognized leading brands: G-Tek®, Ironcat®, Assurance®, Kut-Gard, QRP®, Maximum Safety®, Dynamic® and most recently, Boss®, are relied upon for personal protection by workers every day. West Chester® offers safety products to leading Retail customers under the Brahma®, Mud®, West County Gardener® and Hearos®, brands as well as some of the world’s most recognized and licensed brands. Additional information about PIP® is available at [www.pipglobal.com](http://www.pipglobal.com)

## **Protective Industrial Products, Inc.**

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