



For Immediate Release

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SABIC INNOVATIVE PLASTICS CHOOSES LION APPAREL FOR INDUSTRIAL FIREFIGHTING PROTECTION NEEDS

BERGEN OP ZOOM, NETHERLANDS –The SABIC Innovative Plastics Fire Department has chosen Lion Apparel's V-Force protective coats and pants with Nomex® antistatic outershell and Pudots® combined moisture barrier and thermal liner for its personal protective equipment (PPE) needs.

The product meets the everyday needs for use in an industrial firefighting environment in the chemical industry.

“Lion had practical solutions for several problems we had encountered, such as bottoms of trousers being worn out by sagging, exposure at the throat due to poor tab design. There were also innovative features we had not even considered before, such as ergonomic design of the reinforcement patches,” said SABIC Innovative Plastics Fire Chief Jeremy Barber. “The no-questions-asked provision of a test suit also confirmed that the turnout gear felt right and was comfortable, and practical, in use.”

The new turnout gear enhances the department's comfort and protection with increased mobility, durability, chemical repellency and washing resistance. Special features such as perforated reflective trim provide optimum breathability.

“This order was very special for us, since it was our first business in the Netherlands. The people at SABIC Fire Department are very knowledgeable about PPE. We had excellent discussions and question-and-answer sessions with SABIC when it came to recommending the right gear for their applications,” said Timo Czech, managing director for Lion Apparel Deutschland. “After receiving the order, we went to the Netherlands for fittings and ensured all the labeling was in Dutch.” “The quality of the product, the prompt and flexible service and the right price made us go for Lion,” Barber said. “We're very satisfied at the comfort and ease of donning.”

“Seeing a happy customer is a great reward for this team effort,” Czech said.

SABIC Innovative Plastics is a world leader in providing engineering thermoplastic material solutions and has operations in more than 60 countries worldwide.

To learn more, visit www.lionapparel.com or www.lionapparel.de.

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Lion Apparel Inc. is a 111-year-old, family owned global company based in Dayton, Ohio, USA. Through offices in the U.S., Canada, U.K., Germany, France, Australia and Spain, Lion serves the uniform and personal protective equipment (PPE) and logistics requirements of police and fire departments, civilian government agencies, emergency services, and military organizations around the world. Each and every day, Lion fulfills the personal safety, readiness and identity needs of its customers around the world.