



BLEND SUPPLY



SureWerx™

Digital Toolkit

Blend Supply Internal Use Only

WWW.BLENDSUPPLY.COM

Introducing SureWerx

Be Smart. Be Safe. Be Sure.

At SureWerx, our mission is to manufacture the most innovative and rigorously tested products for our customers' safety and productivity. Our end-to-end product portfolio includes 13 leading brands with a full offering in PPE, safety, and equipment solutions.

No one works harder than we do to serve and protect professionals and our communities worldwide - that's the SureWerx promise.



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Product Overview

JACKSON
SAFETY

SG Eyewear



Features & Benefits

- Frames are lightweight for all day comfort
- Specially formulated ultra-strong material provides unmatched durability and toughness
- All models come complete with a convenient neck cord to prevent loss
- Soft touch temples are slip resistant and provide comfort for hours on end
- Wraparound style lenses extend protection to the periphery
- Variety of styles available for maximum safety and productivity
- Adjustable nose piece
- Meets Z87.1 ANSI specifications and provides 99.9% U.V. protection

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SG

Stylish & Comfortable

- IR 3
- IR 5
- Readers
- Anti-fog
- Anti-scratch

SG+

Polarized, Outdoor Use
High Glare Reflections

- Anti-scratch
- Polarized

SGf

Frameless
Lightest Weight

- Anti-scratch
- Anti-fog

Product Overview

JACKSON
SAFETY

MAXVIEW



Features & Benefits

- Extended top-of-head coverage protects against hazards from above
- Extra-large polycarbonate window for superior optics and industry-leading panoramic views
- Available with premium Sta-Clear anti-fog coating
- Built-in side and chin guard against splash and flying debris
- Lightweight and balanced construction for all-day comfort
- Up and down detents lock securely in place until manually adjusted
- Speed Dial 370 headgear achieves maximum comfort and fit

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Brand	Jackson Maxview	Uvex Bionic
Lens Thickness	0.04"	0.04"
Viewing Height	9.06"	9.06"
Viewing Length	13.38"	12.38"
View Diagonal	14.63"	11.88"
Headgear	Premium 370 Speed Dial	Basic push/turn
Product Weight	15.2 oz	12.32 oz
Standard	ANSI Z87.1+ 2015	ANSI Z87.1 2003
Fits Slotted Hard Hats	Yes	No
Fits Non-Slotted Hard Hats	No	Yes
Compatible w/ Jackson Hard Hats	Yes	No
Rated for High-Impact	Yes	Yes
Assembled	Yes	Yes
MSRP	\$29.95 Clear \$39.95 Anti-fog	\$33.52 Clear \$50.88 Anti-fog

Product Overview

JACKSON
SAFETY

QUAD500



Features & Benefits

- Optional Shade 5 & 8 flip-up visors deliver unmatched versatility and uninterrupted protection
- Extra-large anti-fog window provides superior panoramic view
- Extra-large crown provides added top of head protection
- Speed Dial 370 headgear achieves maximum comfort and fit
- Integrated side and chin guard for maximum protection against splash and flying debris



JAC-14220
(Good)



JAC-14230
(Better)



JAC-14233
(Best)

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Product Overview

JACKSON[®]
SAFETY

Face Shields



Features & Benefits

- Oversized crown built with premium high impact rated material for maximum protection
- Fore use with all universal pin pattern windows including over 30 Jackson models
- Designed to offer maximum protection, ease-of-use, and extreme comfort and fit
- (14262) F4XP Kit features premium 8" x 15.5" x 0.60" molded polycarbonate window (29087)
- Exclusive quick-change install removal system ensures fast and efficient window changes
- Speed Dial 370 headgear offers the fastest, easiest, and most efficient ratcheting headgear system in the industry

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Product Overview

JACKSON
SAFETY

GPL500



Features & Benefits

- Ultra-soft body design conforms to your face for superior comfort, fit and safety
- Flip-up detachable PC face shield for added protection
- Made with indirect vents for added protection from dust and chemical splash
- Optically correct lens delivers an exceptional panoramic view
- Extra wide flame-retardant strap is swivel mounted to google for easy positioning
- Anti-fog coating keeps work uninterrupted











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Product Overview

sellstrom[®]

Face Shields

	Series	Category	Industry Focus	Part	Series	Category	Industry Focus
	301 Series	Advantage	Basic Protection		380 Series	Premium	Acetate; Splash, Chemical, Wide Protection
	303 Series	Advantage	Basic Protection		380 Series Maxlight	Premium	Acetate; Splash, Chemical, Wide Protection - clear view
	311 Series	Special	Medical/Laboratory		390 Series	Premium	Acetate; Chemical/Scratch Resistant; single crown
	312 Series	Special	Arc Flash		DP4	Premium+	Hi-Impact, Cutting and Brazing

Product Overview

sellstrom®

DP4



Features & Benefits

- Flip Front Window available in shades 5,6,8
- Transparent anti-fog polycarbonate window
- Crown with ratchet adjustment
- Meets ANSI Z87.1+ Standard

Target Markets

- Metal Fabrication
- Manufacturing
- Mining
- Foundry's

Applications

- Grinding
- Metal Cutting - Flame, Plasma
- Brazing
- Foundry Furnace Work

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Product Overview

sellstrom[®]

MAXLIGHT Dual Crown Faceshield



Features & Benefits

- 380 Series Face Shield
- S38410 - Clear Visor Window
- S38440 - Clear Anti-fog Visor Window
- Clear crown and chin guard for better peripheral view
- Clear crown with ratchet adjustment
- Meets ANSI Z87.1 Standards
- Large wrap around visor window for maximum protection
- Acetate visor windows provide excellent anti-scratch resistance
- Universal Slotted & Non-Slotted Hard Hat Adapters available

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Product Overview

sellstrom[®]

Odyssey II



Features & Benefits

- 100% fog free
- Swivel mounted extra wide flame retardant strap
- Specially designed to fit over prescription eyewear
- All models meet ANSI Z87.1-2015 and are CSA certified to Can/CSA Z94.3 standards
- "Dual sealed" UV absorbing PC Lens Technology (except S80231 & S80210)
- Soft goggle body conforms to your face for all day comfort

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S80201
Chemical Splash w/ neoprene



S80290
Tactical Goggle - Indirect Vent



S80231
Cleanroom - Top Vent Only
Single Lens



S80210
Cutting Goggle - IR shade 5
Single Lens

Product Overview

JACKSON
SAFETY

Hard Hats



Advantage

4 part suspension, type 1, Vented and Non-Vented

Case: 20

Headgear Assembled: Yes



SC-6

4 part 370 speed dial suspension, type 1, Non-Vented

Case: 12

Headgear Assembled: No



Sentry

6 part suspension, type 1, Non-Vented

Case: 12

Headgear Assembled: No

Product Overview

JACKSON[®]
SAFETY

Full Brim Type



Advantage

4 part suspension, type 1, Vented and Non-Vented

Case: 20

Available date: In stock



Blockhead

6 part 370 speed dial suspension, type 1

Case: 10

Available date: New in Q3



Blockhead FG

4 part 370 speed dial suspension, type 1

Case: 20

Available date: In stock

Product Overview

JACKSON
SAFETY

Climbing Style



CH-300

- Non-vented
- HDPE
- 6 pt. ratcheting suspension, size 6.5-8
- Rapid-Dial ratcheting headgear with chin strap
- Slotted adaptors
- Meets ANSI Z89.1-2014, Type 1, Class C, G & E & EN397 & European standards



CH-400

- Sliding Vents on the side open/close
- HDPE
- 6 pt. ratcheting suspension, sizes 6.5-8
- Rapid-Dial ratcheting headgear with chin strap
- Slotted adaptors
- Hi-Vis reflective tape kit available
- Meets ANSI Z89.1-2014, Type 1, Class C



Product Overview

JACKSON[®]
SAFETY

Rebel Mask 46200



Features & Benefits

- Ideal fit for short bursts of welding in confined spaces
- Convenient for automotive repairs and DIY projects
- Goggles are constructed with the face shield as one complete unit
- Complete protection of sparks & spatter, UV/IR Rays
- Shade range 4/5-12
- End users can use their own glasses - no cheater lens needed!
- No adapters needed to use with hard hats
- Batter life lasts up to 1,300 hours
- Exceeds ANSI Z87.1-2015 standards

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Product Overview

JACKSON
SAFETY

TRANSLIGHT 455



Features & Benefits

- Introducing the first ADF flip-style helmet into the Jackson portfolio
- Welders can easily flip the helmet up for grinding; no need to remove gloves or change modes
- Grinding face shield provides extra field of vision vs. standard welding helmets
- Flip piece contains added lips to easily raise or lower
- Prices competitively to win market share; we feel competitors are overpriced

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Product Overview



Body Harness



Compliance

- 3 points of adjustment
- Hi-Viz Green Polyester Webbing
- ANSI Certified
- Lightweight
- 2 Lanyard Parks
- Your basic compliance harness



Contractor

- 5 points of adjustment - more comfortable
- Hi-Viz green top and black bottom
- Buckles: Pass-Thru (Mating) or Grommets (Tongue)
- Different connector types available in different classifications
- Universal Size



PeakPro Series

- 5 points of adjustments
- Available with Stab Lock or Grommet connector options
- Padded shoulder, back and leg straps - for all day comfort
- Includes Trauma Straps - in many locations a requirement



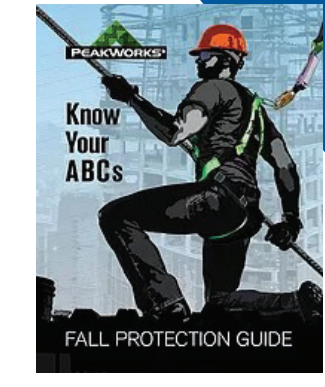
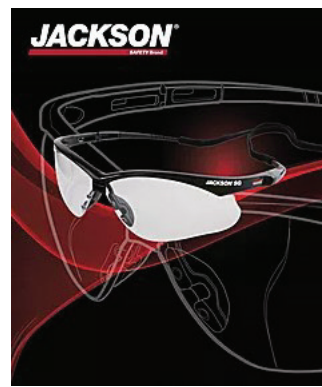
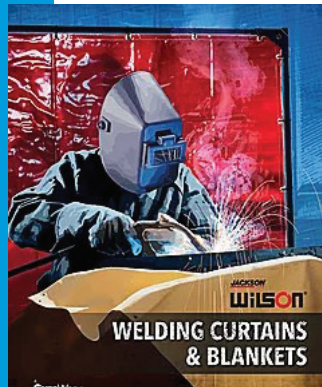
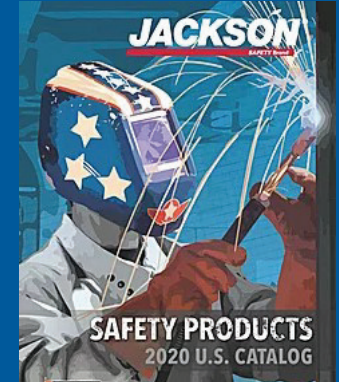
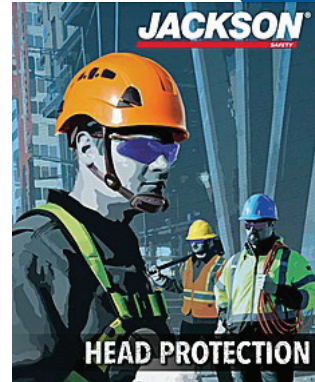
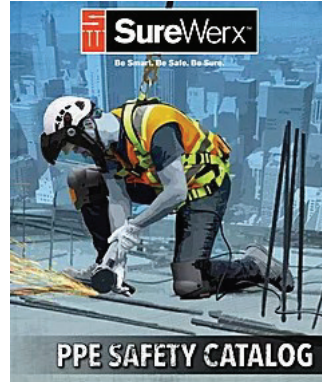
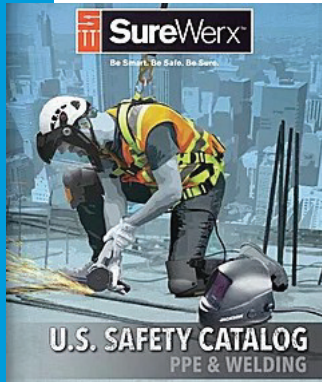
PeakPro - PLUS

- 5 points of adjustment - all aluminum hardware - will not corrode & reduces weight
- Upgraded Padded Straps
- Webbing has red indicator that shows wear
- Includes Trauma Straps

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Literature

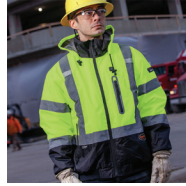
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Pictures

Click the pictures below to view



Sales Strategy

Why Surewerx

- Investing in Innovation and Growth
- Committed to delivery Safety and Productivity solutions in presenting to market buyers
- One Source Partner for potential margin improvement for Distributor on Safety/PPE and Welding Products & Tools
- Same day order turn-around | Fast Efficient drop ship anywhere in the US
- One PO All Brands (AFF, PeakWorks, Sellstrom, KneePro, Jackson, Wilson, DueNorth, ADA)
 - Prepaid freight = \$750, mix and match with all brands
- Present your customer with meaningful solutions
- Potential margin improvement for distribution
- Cost Savings to the user
 - We can bring Good, Better, Best options to the user and make sure they make a decision that can save them money.
- One contact for your Head-To-Toe Safety/PPE needs

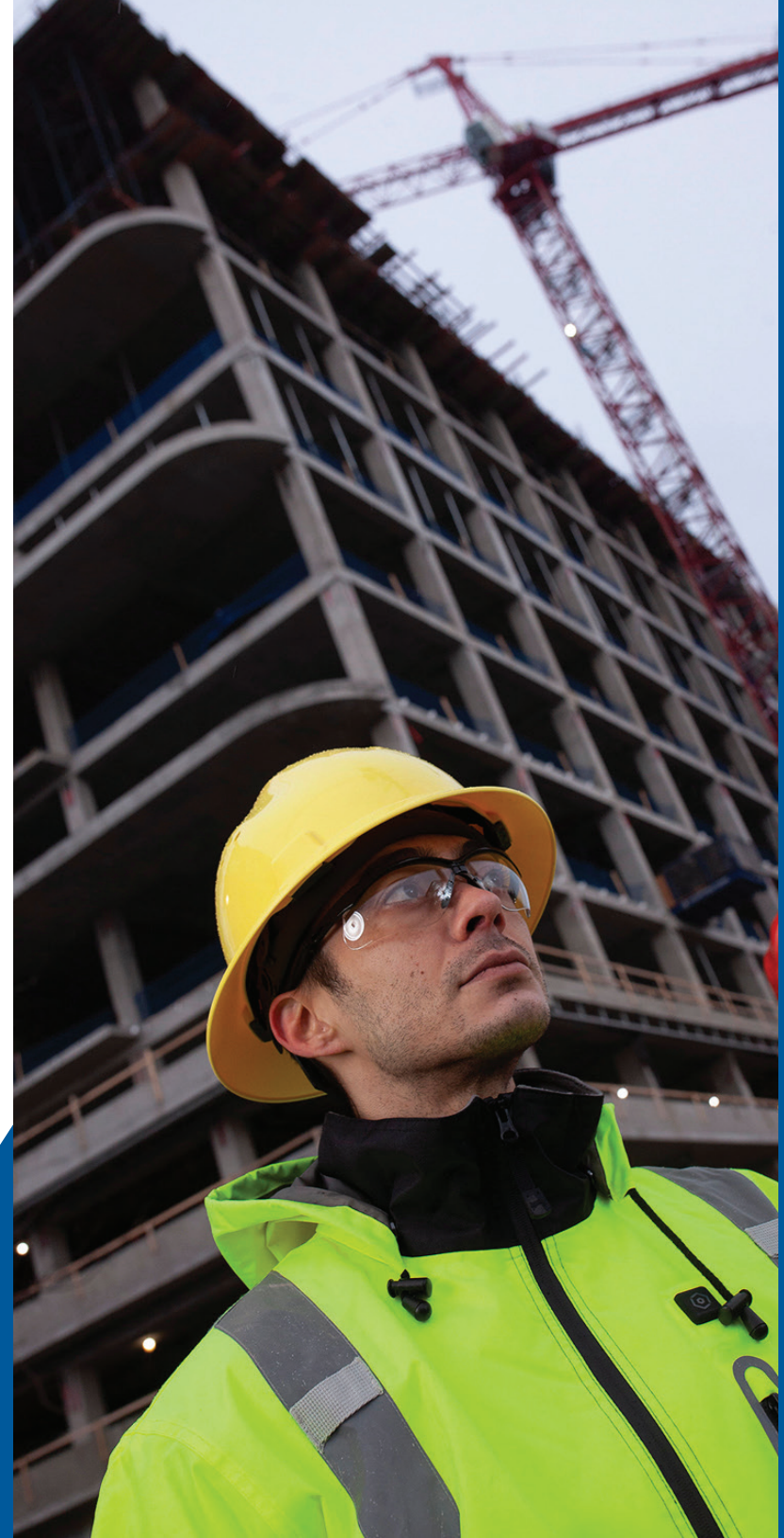
Conversion Programs, What SureWerx Provides

- Help identify products and categories for the program
- Quarterly site assessments to find new conversion opportunities
- Sample product(s) needed for conversion

Planning for Growth - SureWerx AD Sales

- Targeted Growth Categories - Continuation from 2020 into 2021
 - Food Processing
 - Industrial/Manuf.
 - Medical
 - Traction (Slips/Falls)
 - Automotive
 - Medical
 - State/Municipal Govt
- Growth Product Lines
 - Jackson Safety
 - Pioneer
 - Sellstrom
 - DueNorth

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Sales Strategy

Who to talk to

- Safety EHS Manager
 - Construction
 - Manufacturing

Where we win

- Metalworking
- Welding
- Food Processing
- Commercial
- Healthcare
- Construction
- Public Safety
- Manufacturing

- Buyers
- Managers within the departments
- **Example:** If we are talking about a manufacturing plant, you are going to have a manager over welding. We want the welding manager over those employees to discuss what are the key requirements that they are needing, what kind of welding are you doing? Tig? What are the applications? How are they performing their work? What are the required products?

Objections

- Well we already have 6-7 different brands
 - Is there a way that we can take a look at your products and maybe we can provide one complete solution with a particular price point?
 - Can we improve your cost on your products you're purchasing?
 - We can come in and look at the products you are using and provide one unique solution
- We are already using have a solution put together
 - Example: Manufacturer of water tanks
 - Because of the OSHA standards, any ladder 24' and above have to have some kind of protection for the user going up. Rail ladder, cable ladder, etc.
 - Their current supplier was piecemealing this ladder compliance system using 4 different sources
 - We offered them an actual cable ladder system that is designed for their environment
 - We made it all in one kit (SRL, cable, etc)
 - We can make one kit for you, we pack it and ship it complete
 - It is one price. We provided a 30% price decrease overall

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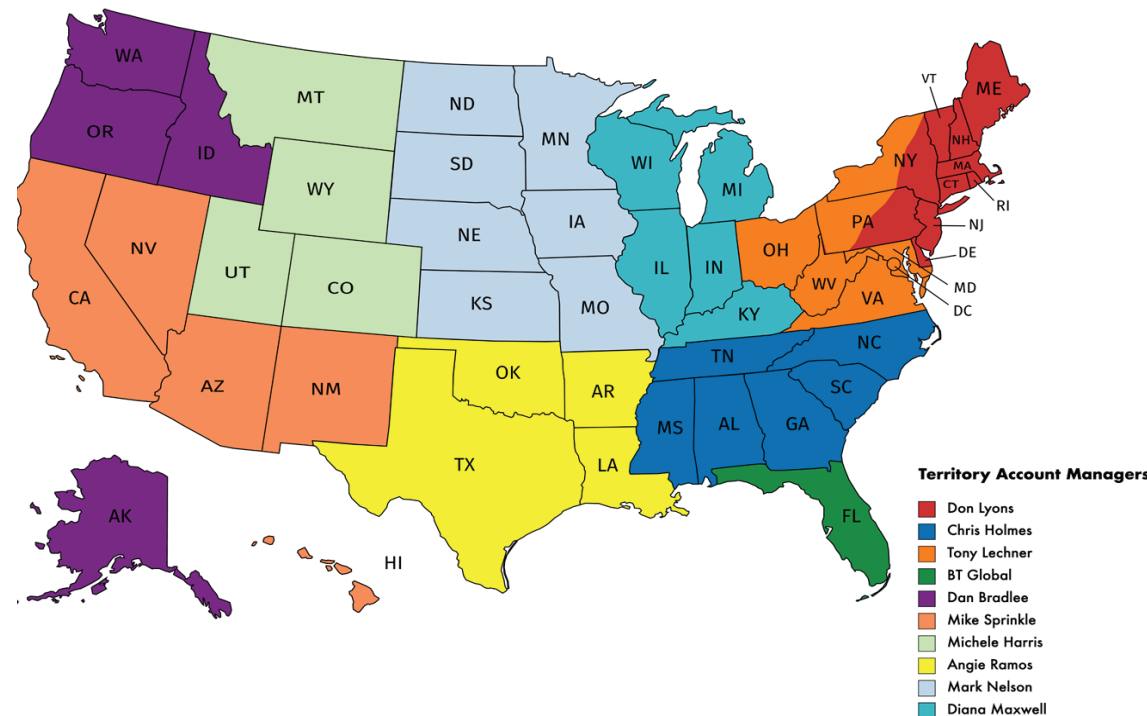
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Social Media Posts



Caption Ideas

- Save money today by consolidating your shop's safety equipment! #BlendSupply #Surewerx #Jackson #Peakworks
- Keep your workers safe with one simple solution. #BlendSupply #Surewerx #Jackson #Peakworks
- Your shop is too busy to deal with safety problems. Let's get them solved today! #BlendSupply #Surewerx

Video Posts

- Jackson SG Glasses
- Jackson Rebel ADF Mask
- Jackson Quad 500 Face Shield
- Maxview Premium Face Shield
- Jackson GPL 500 Premium
- Jackson Advantage Hard Hat
- Industrial Traction - Ice & Snow
- DueNorth Traction
- DueNorth Industrial
- DueNorth Heavy-Duty Traction
- Big Jobs, Big Tools
- Sellstrom KneePro Knee Pads
- Sellstrom 390 Series Face Shields
- Peakworks
- Jackson Welding Solutions
- Jackson Translight 455
- Jackson Now Available
- Now Available (Brands)

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