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in touch

The Ansell Newsletter

Dear reader,

In this 2008 spring edition of In Touch, we invite you to read about two key topics that typify the path that Ansell Occupational Healthcare is following.

As a market leader in barrier protection solutions, we're dedicated to providing superior hand protection solutions that meet - or rather, anticipate - market needs. To keep our finger on the market pulse, we conduct extensive research, exchange information with industry experts and keep in touch with the people who wear our gloves. A hot trend, just now, in the industrial glove market is the quest for 'one glove that fits all'. Ansell's latest gloves, such as the HyFlex® 11-920, are well on their way to providing multi-risk protection, coupled with exceptional levels of glove comfort.

Equally important is our commitment to protect the hands of any worker, not only in large but also small companies, where gloves often remain unused. In close cooperation with industry experts, we've developed a targeted, industry-specific approach to raise hand protection awareness and help operators in SMEs and self-employed tradesmen in the construction and metalworking sectors select the most appropriate gloves. And that's just a start.

In that context, we also sponsor the ambitious Ansell - Ford rallying team: a sportive means of raising hand protection awareness in the world of motorsports. Who knows, maybe you'll come across one of our rally-cars, this spring, heading towards a flying finish...

In the meantime: happy reading!

Werner Heintz - Sr Vice President & Regional Director Europe, Ansell Healthcare



Editorial

Ansell raises hand protection awareness in the rallying world

A rally car carrying the Ansell logo. An odd combination, you think? Well, not really. Since 2007, Ansell has been sponsoring the Belgian Ford Fiesta Sporting Trophy, a unique initiative to make rallying more accessible to young talent. This year, we've even crossed the Belux borders. By sponsoring Burcu Cetinkaya, a popular Turkish rally driver, we wish to make ourselves better known in the motorsports world throughout Europe.

The founding idea behind the [Ford Fiesta Sporting Trophy](#) fits perfectly in Ansell's strategy. The purpose of the Trophy is to launch young, ambitious drivers into the world of rallying. Just like Ansell wants to attract, coach and nurture talent and help

them become top players. The main idea behind Ansell's sponsoring, however, is to raise awareness on the importance of hand protection in the automotive world. Not a bad idea, as studies have shown that over 85% of the maintenance teams at regional or national rally championships don't wear protective gloves.

Sponsoring across Europe

With the Belux sponsoring of the 2007 Ford Fiesta Sporting Trophy a success, Ansell grasped a unique opportunity to step up its involvement this year. Burcu Cetinkaya, an exceptionally ambitious Turkish TV personality, sold her Saab Cabrio back in 2005 to make her rallying dream come true. Ansell will be supporting her this year in many championships, including six World



Championship Rally races. In addition, Burcu will be present at the Ansell booth at targeted trade fairs. In this way, we'll make our brand better known in rallying circles throughout Europe. "I was surprised to see how many people choose Ansell gloves, also in my home country, Turkey. I'm very happy to be part of the Ansell community," Burcu commented.



Ansell extends its focus on the booming Middle East market

In January last, Ansell Europe participated for the first time ever in [Intersec](#) Middle East, the biggest safety exhibition in the region. The trade fair was an ideal platform to raise awareness about hand protection needs, demonstrate our glove solutions and underline our expertise. And a first step in further consolidating our presence in the Middle East.

The Middle East economy is growing at dazzling speed with certain branches of industry, such as construction, oil, gas and mining experiencing staggering growth. With that expansion comes a growing awareness about safety and security in the workplace, which is a great business opportunity for Ansell. That's why we're working hard towards establishing a formal representation there. With Saudi Arabia, Qatar, Kuwait and United Arab Emirates (UAE) as our first target markets, an Ansell team is currently busy drafting a business plan and recruiting skilled people. The lessons learned in recent successful set-ups, such as in Turkey, eastern Europe and Russia, will be used as a starting-point. We'll keep you posted!



VWR International rewards Ansell for 'exemplary partnership'

Outstanding flexibility, speed and accuracy. These are the characteristics that VWR International values highly in its partnership with Ansell. During its first European Sales Conference, the leading distributor of products for pharmaceutical and clean room environments acknowledged Ansell Healthcare for ten years of 'exemplary partnership' (dixit) with a prestigious award.

[VWR International](#), with headquarters in the US and facilities around the world, is a major player in the global laboratory supply market, with a highly diversified business. The company distributes a product mix of scientific equipment, chemicals, furniture,

supplies, etc., including a wide range of PPE. It invariably calls its 'strong customer focus' one of the keys to its continued success: VWR strives to give its customers the feeling that they've received more value than they had expected. And the business demands the same dedication from its suppliers.

Every year, the company rewards its best performance Suppliers with a highly-regarded award. The twelve European awards for 2007 were at VWR Europe's first European Sales Conference, in Willingen (Germany) on 8 and 9 February this year. During this highly attended event (1,200 participants), Ansell was the only PPE supplier to receive an award; a gesture that's, of course, greatly appreciated.



Stephane Labonté, Vice President of Category Management Europe VWR - Karl-Heinz Hobbelen, Sales Consultant / Key Account Germany - Brian Ritchie, Territory Sales Manager UK - Manuel Brocke-Benz, Senior Vice President & Managing Director Europe VWR - John Balbach Chairman, President & CEO VWR

Raising safety awareness at Norwegian Aker Kvaerner Group facilities

Concern for health, safety and the environment (HSE) is a core value at the Norwegian [Aker Kvaerner Group](#), a leading global provider of engineering and construction services. As part of an ongoing HSE project, the Aker Marine Contractors (AMC) subsidiary organized its first 'Open HSE Day' on 13 March last. Ansell distributor [Wenaas](#) and Ansell were, among others, invited to showcase their solutions.

"The main objective was to gather AMC engineers, administration, HSE people and buyers to get a better understanding of the safety equipment available for and the protection needs in our business. So to stimulate a more professional view on PPE within AMC," explained Mr. Svein Hegrenes, HSE Site Manager. Around 160 AMC employees from the Stavanger and Oslo branches visited the different booths and performed 'practical exercises'. At the Ansell booth, for example, they were invited to do the [AlphaTec™](#) grip test. The feedback on the event was so positive that AMC is determined to make it an annual event.



Wanted: the one glove that fits all

As a global leader in barrier protection, Ansell continually keeps abreast of the latest trends in the PPE market. New market developments and changing customer needs and requirements are picked up by our R&D teams to result in new gloves - after a meticulous research, design and testing process. Marcel Willems, Marketing Director Occupational Healthcare Europe, talks about a recent trend that will undoubtedly strongly impact the glove market in the future: multitasking.

Mobile phones allow us to make calls, surf the Internet, snap photos and download music, all at the same time. Cars have to be business-like enough for work and rugged enough to carry a mountain bike in the weekends. We check our email or read the paper while watching TV. And, every day, we switch constantly back and forth from one job or task to another. Much more than a trend, multitasking has become today's way of life. And that's no different in manufacturing industries.

Multitasking in fast-moving, industrial environments

Whereas on the earlier shop-floors, operators did the same type of work all day, the trend now is more and more to let them do multiple tasks. In addition to pure assembly-line work, for example, production workers get supervisory responsibilities, inspection and quality control functions, or maintenance and/or repair tasks.

Marcel Willems explains: "In manufacturing environments, multitasking has several advantages. For the operators themselves, a bit of work variety is a challenge that provides potential job enrichment. Plus: less repetitive tasks reduce the need for repetitive, prolonged movements which may lead to work-related disorders, such as tendonitis, CTS and back disorders. For the employer, multitasking enhances workplace flexibility by making it easier to rapidly deploy labour to specific tasks, as and when needed." The introduction of multitasking practices brings with it a different barrier protection need: PPE with a

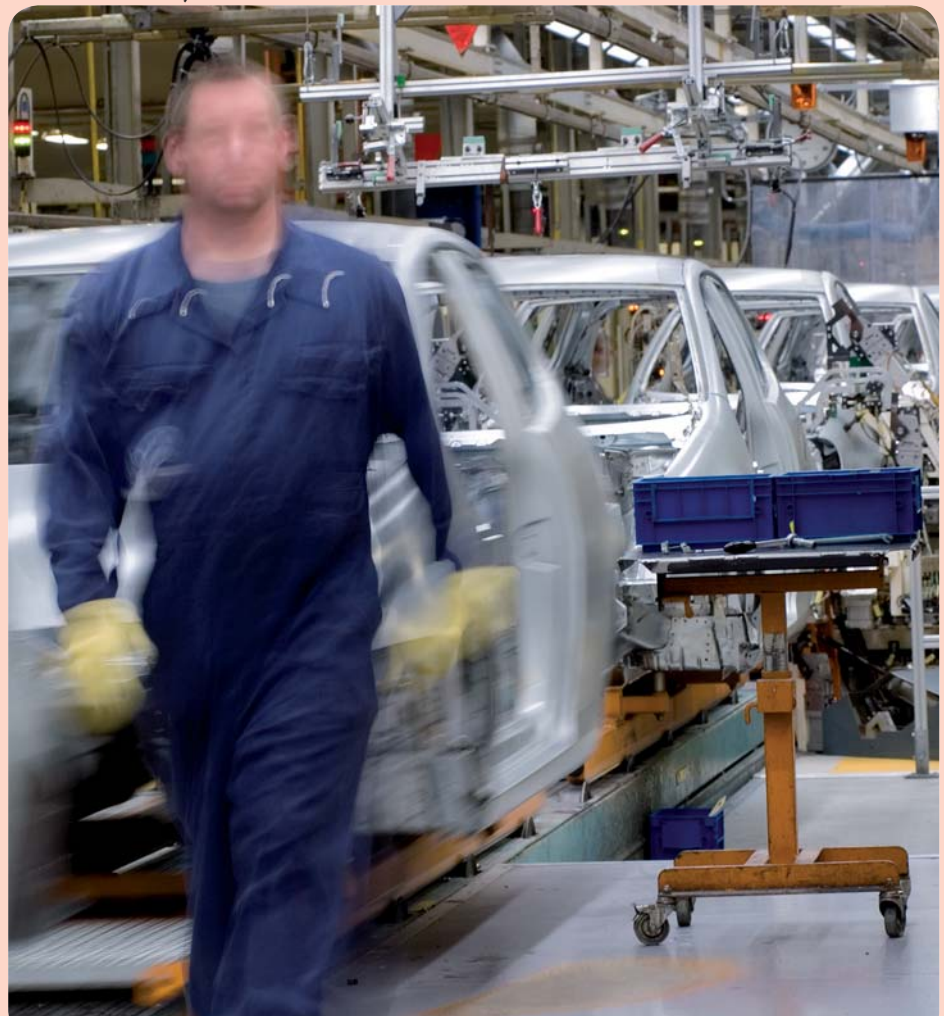
broad range of protective characteristics.

The critical balance: performance and comfort

The evolution of hand protection has come a long way since our founder Eric Ansell and his sons marketed their first rubber household gloves and industrial gloves, back in the 1920s. For decades on end, performance - i.e. adequate protection - was the only criterion that governed hand protection development. Gloves had to protect workers against all kinds of hazards: cuts, abrasion, puncture, chemical products, etc. and/or provide specific characteristics like superior grip. "Protection is, of course, still the number one issue today. But in the past decade we've discovered that comfort also ensures protection," says Marcel Willems. "After all, the majority of occupational accidents with arm and hand injuries is not only due to wearing the wrong gloves but also by misapplication or the absence of gloves. If we want workers to embrace hand protection, our gloves must not only meet tough performance criteria but they must also fit well and provide adequate levels of dexterity and comfort."

Multipurpose gloves

Always at the forefront of innovation, Ansell has been incorporating new technologies and new fabrics to manufacture gloves that combine superior levels of protection with comfort for many years. We're determined, of course, to continue down this path and continually upgrade our products. In anticipation of the ever-increasing multitasking trend, however, we're also working on 'multipurpose' gloves to be used when multitasking. "Operators who perform different tasks now have to change items of PPE all the time. We're totally committed to providing them with gloves that fit all, without compromising protection or comfort levels and without being too expensive either. Our HyFlex® and AlphaTec™ ranges are well on their way to meeting that demand. Today already, the HyFlex® II-g20 combines Ansell Grip Technology™ with liquid repellency, with the outstanding comfort and dexterity HyFlex® gloves are known for. And there's plenty of these kind of novel solutions in the pipeline."





Providing targeted hand protection to all players in the metalworking industry - both big and small

What image springs to mind on hearing the phrase 'metal industry'? Does it make you think of steel giants? Then you'll be surprised to hear that over 90% of metalworking players are small firms employing less than nine people. Equally surprising are our findings about hand protection in these SMEs: far too many operators leave their hands unprotected while risks are great. Ansell is determined to turn the tide, with a targeted approach to help small metal enterprises choose the right hand protection.

Just as in most other European manufacturing industries, adequate hand protection is self-evident in large metal fabrication, machinery and equipment companies employing more than 50 people. After all, they have strict safety and health policies that require optimal hand protection and they make every effort to engineer out safety hazards. Consequently, large enterprises have long been the unique target market for PPE manufacturers and distributors and Ansell has a strong foothold in the sector. But more than that, we're also committed to safeguarding the hands of the majority of workers in the industry: those in small metalworking firms, from locksmiths and art foundry up to any other metal working craft man or self-employed tradesman.

High risk, low awareness

It is widely accepted that small business operators facing the day-to-day pressure of running a business, often lack the time, technical knowledge and resources to fully implement health and safety systems. The risk of injuries to the upper extremities in the metal industry, however, is

high. During common operations such as stamping, cutting, embossing, metal sheet folding, pipe bending or metal shielding, workers have to handle metal parts with rough or sharp edges, which exposes them to mechanical risks like abrasion, cut or puncture. Frequent contact with heat, flames, small molten metal drops or big molten metal splashes, e.g. in welding applications, add an irreversible dimension to the usual risks. Last but not least, many workers are exposed to oil, lubricants or other solvents while degreasing parts or come into contact with paint. This 'chemical' exposure may be the most critical one to tackle. Indeed, as spotlighted in

demystify these myths, as our wide selection of gloves targeting the metalworking industry addresses both protection and worker acceptance criteria. To help small metalworking firms and self-employed tradesmen gain a better insight into our solutions, we have bundled our years' of expertise in their sector and the feedback of industry experts and end-users into educational tools and clear glove-specific definitions, expressly tailored to their specific needs.

Handy selection tool

The result is summarized in a handy selection tool that lists the different appli-

Glove Model	Primary Protection	Oil & Grease	Heat	Flames	Chemicals	Mechanical	Electrical	Other
HyFlex® Foam 11-801	Dexterity & intensive use	OK	OK	OK	OK	OK	OK	OK
HyFlex® 11-928	Handling slightly oily to oily parts, mechanical assembly	OK	OK	OK	OK	OK	OK	OK
HyFlex® 27-608	Durability	OK	OK	OK	OK	OK	OK	OK
HyFlex® 11-627	Cut protection & dexterity	OK	OK	OK	OK	OK	OK	OK
MicroSafe® 26-328	Cut & low contact heat protection in oily conditions	OK	OK	OK	OK	OK	OK	OK
Touch N' Tuff® 92-608	Dexterity and chemical splash protection (solvent-free)	OK	OK	OK	OK	OK	OK	OK
Sol-Vex® 37-678	Protection against a wide range of chemicals, solvents	OK	OK	OK	OK	OK	OK	OK
AlphaTec® 58-535	Mechanical and chemical protection & oil grip	OK	OK	OK	OK	OK	OK	OK
Hyd-Tuff® 53-530	Oil resistance	OK	OK	OK	OK	OK	OK	OK

Legend:
 OK (Green): OK
 Recommended (Yellow): Recommended
 Optimal (Red): Optimal

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our last issue of In Touch, operators are unaware of the latent health threat as the consequences of exposure to these liquids are seldom immediate.

Worker acceptance

Besides the lack of sensitization to protection, there's another key factor threatening workers' health in the metal sectors: the long-standing preconceptions that gloves would be 'uncomfortable' and/or a restriction to dexterity and to efficiencies as a whole. Ansell is determined to

exposures, exposure risks and glove requirements of the sector and links them to our broad selection of protective gloves. It helps owners of small companies find their way in our comprehensive range of solutions: from lightweight gloves that ensure the ultimate in dexterity and durability or provide exceptional grip on oily and slippery metal sheets thru' to gloves that seamlessly combine grip with excellent chemical resistance. Without, of course, compromising the level of workers' acceptance.