

Checkers® introduces new line of economy-priced safety products under the Value-Check™ name.

Value-Check™ brand expands Checkers line of safety products for customers at any price level.

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Broomfield, Colorado: Checkers Industrial Safety Products announced today that they are introducing a line of economy-priced safety products under the name "Value-Check™". The new products offered under the Value-Check™ brand will expand upon many of the leading lines already offered Checkers, such as cable protectors, wheel chocks, warning whips, and warning lights. Checkers has led the way in defining the quality standards for these product categories, which has made them a preferred provider of safety products in a wide array of industries worldwide.

"Not all businesses require heavy duty safety products for their operations," said Ray Torres, President and CEO of Checkers. He went on to say, "I am confident the Value-Check™ pricing structure will make it easier for businesses with light-duty applications to utilize reliable safety products and create safer environments for their workers. While we are certainly looking forward to broadening our market opportunities, our team is most excited about protecting an even greater number of people and assets around the world."

In keeping with the standards established by Checkers, the Value-Check™ products will be manufactured with strict quality control tolerances and offered in a variety of styles. By adding these "economy-priced" models while maintaining their high quality standards, Checkers is reaching its goal of offering a complete line of safety products for customers at any price level.

Checkers takes the safety of people and property very seriously. They introduced a heavy duty wheel chock for the mining industry as their first product back in 1987, and are now one of the world's most trusted manufacturers of safety products. According to Steve Gottlieb, Checkers' Director of Marketing, "Our success is the result of our commitment to educate industries to view safety as an investment and not a cost."

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