

Checkers Industrial Safety Products Releases New Brand Identities

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Checkers Industrial Safety Products has transitioned to Checkers Safety Group. Checkers has been on a progressive path in 2015, acquiring seven companies; AlturnaMATS, GNR Technologies, Superior Manufacturing Group, SVE Portable Roadways, Terraplas UK and USA, Firefly and Zigma Ground Solutions with each acquisition bringing a number of important products and brands. As we continued to grow as a ground-based safety solution company, the decision to rebrand was necessary. Our new identity is based on research conducted with our customers, partners from around the world and our valued employees. The new brand builds on the many improvements we have made to our business.

Our vision is to be a dynamic, global team dedicated to protecting people, assets, and the environment. The new icon surrounding the Checkers name embodies those three equally important elements. The change from yellow to green symbolizes our commitment to sustainability, focus on social responsibility, and our continued growth in the safety industry. Checkers Safety Group is committed to providing revolutionary product designs and innovations that are in line with our solutions-oriented approach.

We believe that marketing our services under four powerful brands, each with a long history of success, will have a greater marketplace impact, more clearly define our core product lines and provide even more value to our customers. Our four Power Brands focus on ground-level safety solutions.

Notrax® Mats For Professional Use offers a range of ergonomic, entrance, anti-fatigue, and safety mats for industrial, commercial and food service environments. Notrax is one of the largest integrated manufacturers of floor matting products in the world.

Tufftrak® Ground Protection Solutions boasts a broad range of light-, medium- and heavy-duty outdoor ground and turf protection products, such as temporary access roadways, platforms and flooring for special events.

Monster™ Motion Safety provides products for “motion-related” activities, such as vehicular and pedestrian traffic safety with a wide range of wheel chocks, warning whips, industrial lights, parking stops and speed humps and bumps.

Linebacker® Cable Management focuses on cable management systems, cable ramps and hose bridges. Cable management systems are used in a multitude of industries to prevent damage to cables and hoses as well as to protect pedestrians and vehicles from being exposed to cables.

All of our brands will continue to deliver quality products with the level of excellence and professionalism you have come to experience. As we continue to transition to the focus on these four power brands, you will see the brands introduced in advertising, marketing materials and signage. It remains part of our communication strategy to maintain transparency and to keep customers fully aware of developments around the rebrand process. We will continue to bridge new gaps while simultaneously expanding our resources across the safety market. We appreciate your support and continued confidence in our company. If any questions should arise please contact your sales representative.

About Checkers Safety Group

Checkers Safety Group is a dynamic, global team dedicated to protecting people, assets, and the environment. Checkers Safety Group is headquartered in Broomfield, Colorado and has manufacturing facilities in Arizona, Colorado, Illinois, Mississippi, Pennsylvania and Texas in the United States as well as in Canada, Mexico, the Netherlands and United Kingdom with global distribution. Checkers Safety Group is dedicated to providing revolutionary product designs and visionary ground-level solutions to the safety industry.

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