



DEALER MARKETING TOOL KIT

APRIL 2026



WHAT TO EXPECT



Industry Events 5

Stay informed on industry developments and LION's initiatives, achievements and industry involvement that support our distribution network.



What's New 11

Get the scoop on new product launches and campaign announcements. Learn about the latest innovations and how they can benefit your customers.



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Stay ahead with important information and updates that are crucial for your business. This section will cover essential topics that you need to be aware of.



Resources 27

Access a variety of resources that are available to support your efforts. From marketing materials to technical support, we have everything you need to succeed.

ONE LION

Our mission is to support First Responders in being ready for action, and we are committed to providing you with the tools and information you need to engage your customers effectively.

We are dedicated to delivering content that you can incorporate into your marketing plans to engage your customers on the LION brand and product offerings. Our goal is to provide you with the information and resources you need to thrive in your partnership with us.





**RECENT
INDUSTRY
EVENTS
& ENGAGEMENT
ACTIVITIES**



EVENTS | FDIC 2026

Join us in **Indianapolis** from **April 20–25** as we showcase innovative solutions that help first responders stay mission-ready. **Visit LION Booth #1323 – Indiana Convention Center**, and explore our latest advancements in PPE, uniforms, readiness technologies, and total lifecycle support.

Get a sneak peak of what's new from LION, including V-Force® EVO™ Turnout Gear, LION's Reliant™ Conversion Strap, V-Force® USA Structural Fire Boots, and Elbeco's new UFX™ Bold and Persist Tactical Collection.

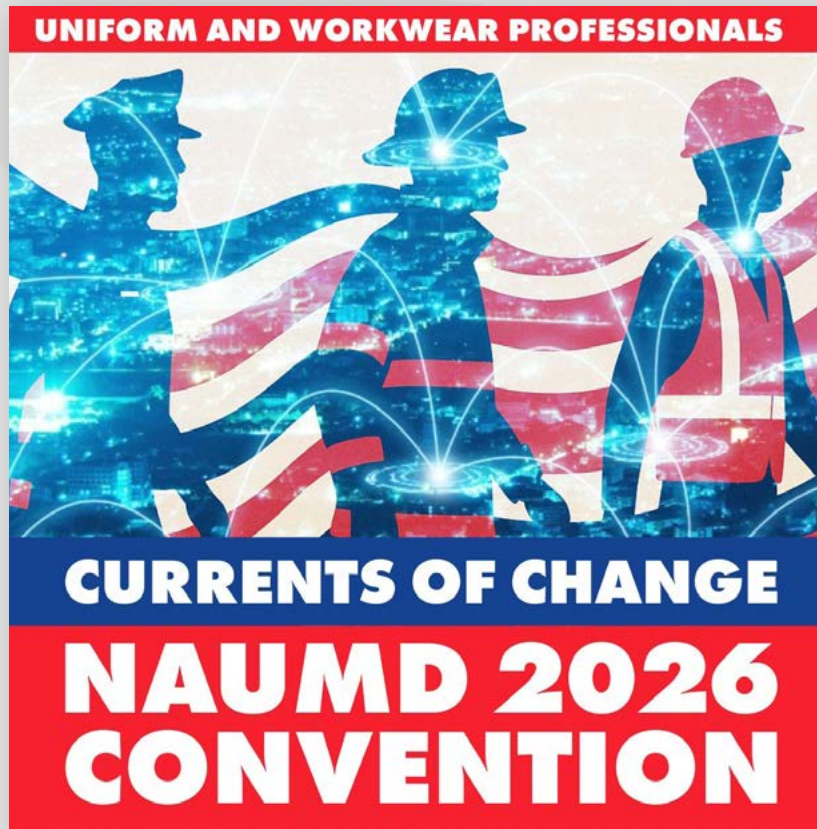
We look forward to connecting with you and sharing how LION continues to protect those who protect us.

LION'S FDIC PREVIEW

FDIC 2026



EVENTS | NAUMD CONVENTION



May 3-5, 2026

LION is gearing up for the upcoming NAUMD Convention, joining leaders across the uniform and apparel industry for several days of collaboration and idea sharing. Our team will highlight new advancements in protective apparel and demonstrate how our solutions meet the evolving needs of public safety professionals. Live product demonstrations will give attendees a close look at the durability, performance, and craftsmanship behind LION gear.

EVENTS | MARCH LION UNIVERSITY CLASS



Thank You to everyone who joined us for our most recent LION University!

Your energy, engagement, and commitment to learning made it an incredible experience. From the conversations to the collaboration, it was inspiring to see so many professionals coming together to grow, share ideas, and strengthen the LION community.

We're very grateful for EACH of you who took the time to attend and invest in your development. Looking forward to seeing how you put what you learned, into ACTION!

What is LION University?

LION University provides the opportunity for continuing education and professional development to distribution partner representatives new to promoting LION or experienced sales leaders seeking the latest industry insights and LION products.

Participants experience in-depth training on LION products, engage with upstream supplier partners to better understand where it all starts with the fiber to fabric journey and network with peers to sharing experiences and best practices.

Interested in LION University? Connect with your LION distribution sales manager if you have sales representatives you'd like to recommend for LION University or to learn more about the program.

EVENTS | CONFERENCES



MCAA Committee Conference

April 8–10, 2026 | New Orleans, LA

LION was proud to attend the MCAA Committee Conference, where major city law enforcement leaders addressed emerging priorities and operational needs. Our team set out to deepen relationships and gain firsthand insights into the issues facing metropolitan agencies, to ensure LION continues aligning solutions with real world demands in today's law enforcement environment.



Metro Chiefs Conference

June 7–11, 2026 | Milwaukee, WI

LION is busy with preparations to sponsor the Metro Chiefs Conference. This gathering brings together leaders from major metropolitan fire departments to discuss emerging issues, share strategies, and strengthen collaboration across the fire service. We value the conversations and connections this conference fosters and remain committed to advancing safety and innovation for the fire community.

EVENTS | SYMPOSIUMS



FIERO Symposium

February 23–26, 2026 | Greenville, SC

LION was pleased to take part in the 2026 F.I.E.R.O. PPE Symposium, a leading forum focused on advancing firefighter safety and protective technology. The event allowed our team to connect with fire service leadership, share product advancements, and discuss evolving PPE needs such as the future of moisture barriers and the fit-function analysis of women's firefighting PPE. We appreciate being part of a community committed to continuous improvement in first responder protection.



CFSI Symposium & Dinner

March 18–29, 2026 | Washington, DC

LION was honored to attend the 2026 CFSI Symposium and Dinner, joining national fire service leaders to discuss safety, policy, and innovation. Our team also participated in Hill Day, meeting with lawmakers to advocate for critical initiatives supporting firefighters. Co hosting the Fire & Water Mixer with DuPont and welcoming Women in Fire delegates added meaningful connection points throughout the event. We value the partnerships strengthened during the week and remain committed to supporting the fire service.

WHAT'S NEW?

Get an exclusive, inside look at what's new from LION that you can incorporate into your marketing communication plans:

- ▶ Campaigns
- ▶ Product Launches & Updates
- ▶ Marketing Programs



FIRST LOOK | V-FORCE® EVO™ TURNOUT GEAR

V-Force® EVO™ Structural Turnout Gear

Built to Protect Under Fire. Built to Move with You.

V-Force EVO is LION's next-generation premium structural turnout gear, designed for firefighters who spend real hours working in their gear. It delivers full NFPA-compliant protection while moving naturally with your body, so it works with you from the first call to the last.

This isn't just an update. It's a rethink of how turnout gear should feel under load. Balanced. Centered. Built around real-world movement like crawling, climbing, reaching, and operating on air.

The difference is something you notice the moment you put it on and even more as the job wears on.

Less restriction. Less distraction. More focus where it belongs.

TAKE ACTION!

Connect with your LION PPE distribution sales manager to begin onboarding V-Force EVO, and see it in person at FDIC to experience the latest innovations from LION.



What's New

FIRST LOOK | RELIANT™ CONVERSION STRAP

LION Reliant™ Conversion Strap

Faster. Simpler. Built for When Everything Is On the Line

When a firefighter goes down, there's no time for complicated steps or fine motor tasks. You need something that works immediately, under stress, in zero visibility, with gloves on.

That's where the Reliant™ Conversion Strap comes in.

Designed by a firefighter for real Mayday conditions, this system gives crews a faster, more intuitive way to move a downed firefighter without tearing apart the SCBA or wrestling with complicated conversions.

Pull. Hook. Cinch. Done.

No unnecessary repositioning. No disconnecting air. No wasted motion. Just a straightforward solution that stays out of the way until the moment you need it most.

It's a different way to think about firefighter removal. And it's something you'll want to see for yourself.

Contact your LION PPE distribution sales manager for more details and launch timing. Visit LION's booth at FDIC and find out why crews are calling the Reliant Conversion Strap a game changer.



What's New

FIRST LOOK | V-FORCE® USA BOOTS



Engineered for structural firefighting, the V-Force® USA boot delivers the mobility, protection, and comfort today's firefighters demand, combining the performance-driven principles of V-Force turnout gear with advanced materials and purposeful design. Developed in partnership with Thorogood® and assembled in the USA with globally sourced materials, this next-generation boot offers lighter-weight construction, enhanced flexibility, and robust impact protection—built to move naturally with the body and withstand the toughest fireground conditions, whether in training or on calls.

BENEFITS AND FEATURES:

- ▶ **Natural Mobility:** V-Fit front and rear flex gussets promote natural ankle and foot movement.
- ▶ **Impact & Shin Protection:** Poron® XRD® 3D molded shin protection cushions ladder rungs and absorbs impact.
- ▶ **Advanced Puncture Resistance:** Flexible Lenzi-L Protection® midsole provides more coverage from punctures than heavy steel inserts.
- ▶ **Built-In Stability:** Integrated ankle lock system delivers secure support without restricting motion.
- ▶ **Breathable, Non-Fluorinated, Liquid-Resistant Protection:** GORE-TEX® NON-PFAS* CROSSTECH® moisture barrier offers durable waterproof performance and resistance to bloodborne pathogens, viruses, and chemicals.
- ▶ **Enhanced Visibility:** 3M™ Scotchlite™ reflective piping with triple “V” trim bands increases low light visibility.

Available in men's and women's sizing with multiple width options to ensure proper fit and improved safety.

*Manufactured with no intentionally added PFAS, accordance with NFPA 1970 requirements. Certain performance characteristics may be lower than legacy treatments and fabrics.

[DOWNLOAD ASSETS](#)

[LEARN MORE](#)

[TRAINING VIDEO](#)

FIRST LOOK | CX360™ STRETCH BLOUSECOAT

New CX360 Stretch Blousecoat

Meet the first-of-its-kind, CX360 Stretch Blousecoat where tailored sophistication meets activewear-inspired performance. Crafted with groundbreaking stretch fabric, this garment moves with you, not against you, delivering all-day comfort, enhanced stretch, and effortless elegance. This blousecoat flexes to fit your day.

Complete your look with the CX360 Polyester 4-pocket Dress Pants featuring 4-way stretch polyester that is wrinkle-resistant and lightweight.

[DOWNLOAD IMAGES](#)



What's New

NOW AVAILABLE | 2026 ELBECO CATALOG

Our 2026 catalog is loaded with brand-new additions designed to elevate comfort, performance, and readiness across every shift. From upgraded Elbeco essential must haves, to completely new product drops, this catalog has something for every public safety professional. Discover Elbeco's full collection of NFPA-certified and non-certified uniforms and outerwear.

[VIEW DIGITAL CATALOG](#)

[DOWNLOAD CATALOG PDF](#)

[REQUEST PRINTED CATALOG](#)

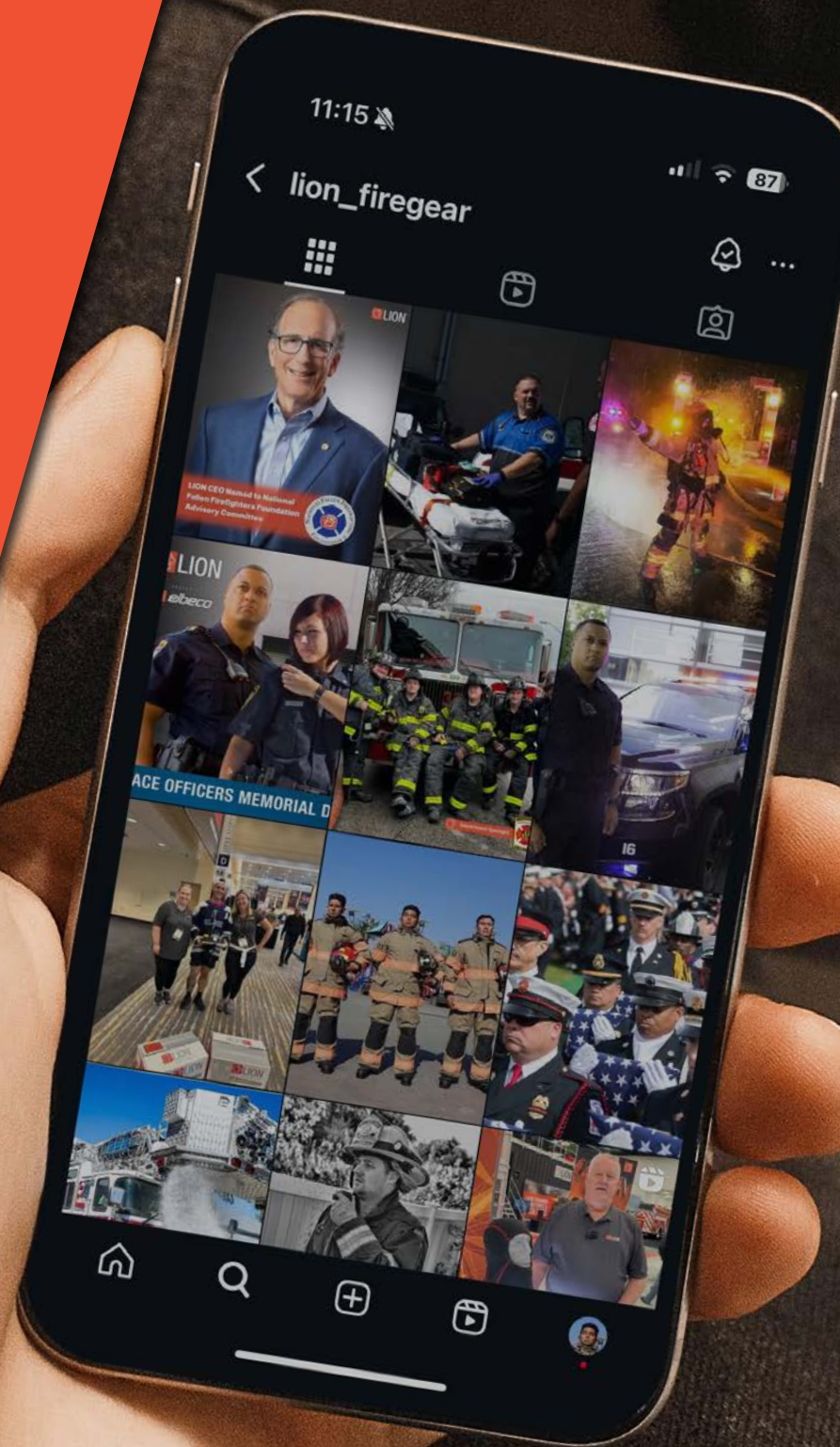


WHAT TO KNOW

In this section, you'll find everything you need to stay informed and ahead of the game.

Equipping our LION dealer partners with updates on product, services and best practices to develop an edge in the market is just as important as the quality products we deliver.

Find pro-tips, best-practices and information to level-up as an ambassador, and trusted expert to your customers of LION brands and products in the market.



NEW | TURNOUT GEAR MATERIALS SHEET

As part of the 1970 standard updates, testing methods and approach to measure TPP, THL and RET values have changed. All manufacturers are being evaluated under the same updated NFPA/ISO testing method.

Below, download the LION turnout materials data sheet for the TPP, THL, and RET ranges of LION composites currently certified to NFPA 1970, 2025 edition.

It is important to note that many of these same materials and composites tested to the NFPA 1970 standard are the same materials and composites currently used by departments today, tested to NFPA 1971.

FEBRUARY 2026

Turnout Gear Materials Update

Below are the TPP, THL, and RET ranges of LION composites currently certified to NFPA 1970, 2025 edition.

GORE-TEX MOISTURE BARRIERS

Outer Shell	Moisture Barrier	Thermal Barrier	Liner Code	THL Range	TPP Range	RET Range
Agility	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	264-274	37-40	26-28
Agility	GORE-TEX CROSSTECH® Endure Moisture Barrier	Center Cut	C14	251-261	39-43	20-22
Agility	GORE-TEX CROSSTECH® Innovate Moisture Barrier	Center Cut	C13	250-260	40-43	33-35
Armor AP	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	254-264	35-38	27-29
Armor AP	GORE-TEX CROSSTECH® Innovate Moisture Barrier	Center Cut	C13	230-240	36-40	35-37
Armor AP	GORE-TEX CROSSTECH® Endure Moisture Barrier	Center Cut	C14	231-241	37-41	22-24
Flex7	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	265-275	36-39	25-27
Flex7	GORE-TEX CROSSTECH® Endure Moisture Barrier	Center Cut	C14	254-264	38-41	20-22
Flex7	GORE-TEX CROSSTECH® Innovate Moisture Barrier	Center Cut	C13	246-256	40-44	33-35
Westex® Synergy	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	278-288	39-43	24-26
Westex® Synergy	GORE-TEX CROSSTECH® Endure Moisture Barrier	Center Cut	C14	259-269	38-42	20-22
Westex® Synergy	GORE-TEX CROSSTECH® Innovate Moisture Barrier	Center Cut	C13	255-265	37-40	33-35
PBI Max 6.0 or PBI Max 6.0 LP	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	252-262	35-38	27-29
PBI Max 6.0 or PBI Max 6.0 LP	GORE-TEX CROSSTECH® Endure Moisture Barrier	Center Cut	C14	227-237	36-39	22-24
PBI Max 6.0 or PBI Max 6.0 LP	GORE-TEX CROSSTECH® Innovate Moisture Barrier	Center Cut	C13	233-243	37-41	35-37
PBI Max 7.0	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	257-267	36-40	26-28
PBI Max 7.0	GORE-TEX CROSSTECH® Endure Moisture Barrier	Center Cut	C14	230-240	37-40	22-24
PBI Max 7.0	GORE-TEX CROSSTECH® Innovate Moisture Barrier	Center Cut	C13	221-231	39-42	35-37
Pioneer™	GORE-TEX CROSSTECH® Black Moisture Barrier	Center Cut	C7	274-284	38-42	25-27

Turnout Gear Materials Update (02-26) 1

DOWNLOAD SHEET

What to Know

NEW | UFX™ TACTICAL CONTENT

We're excited to share new content is available to promote our UFX Bold & Persist Tactical Collection!



UFX Tactical Collection Sales Guide

This easy reference guide is designed with your sales team in mind to quickly reference key features, options and colors available for each new product in this comprehensive guide. Use in the field with customers or for internal team training to help your team feel confident in promoting the latest from Elbeco.

[DOWNLOAD GUIDE](#)



UFX Persist Polo Launch Sheet

As part of our UFX Tactical line, this resource highlights key features, performance benefits, and product details to support your sales conversations. Download it, share it, and start incorporating it into your customer conversations!

[DOWNLOAD SHEET](#)

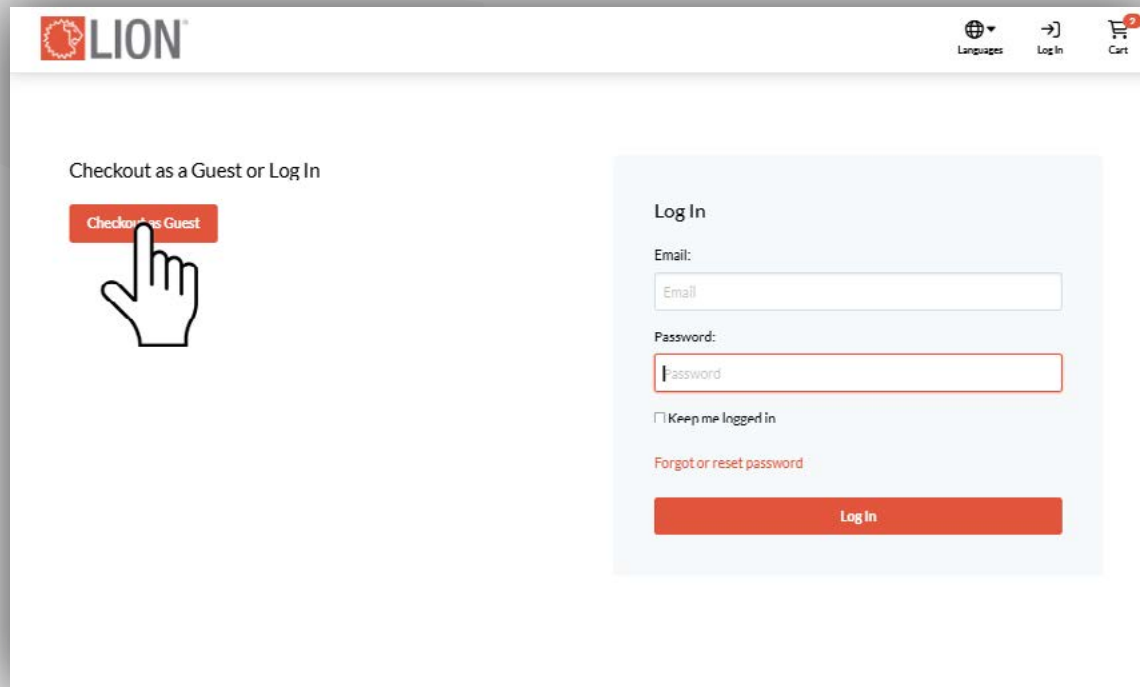


UFX Tactical Collection Action Photography

These dynamic visuals are designed to support your promotions, elevate your product storytelling, and highlight the performance of this newest tactical apparel. These assets are approved for dealer use and can be added to websites, social posts and presentations.

[ACCESS ASSETS](#)

REMINDER | PRINTED LITERATURE



Visit the LION website Literature Request page for the latest product sheets and catalogs and request prints for your next trade show, department or agency meeting.

Distribution Partners: Once you finalize print selections and view your cart details, select “**Check out as Guest**” (no login required) to complete your order request. Once approved you will receive confirmation of your order.

Access the portal today and keep your sales kit stocked with the latest product info!

You can also access the new portal from the LION website:

[Portal Access](#)

[LION Website](#)

For product literature portal support, contact **Becki Burgett**.

OBSERVANCES | MARCH-JUNE

MONTH

- ▶ **MAY** | National Wildfire Awareness
- ▶ **JUNE** | National Safety

WEEK

- ▶ **APRIL 12-18** | National Public Safety Telecommunicator
- ▶ **MAY 3-9** | National Correctional Officer
- ▶ **MAY 3-9** | Public Service Recognition
- ▶ **MAY 10-18** | National Police
- ▶ **MAY 17-23** | National EMS

DAY

- ▶ **MAY 3** | National Textile Day
- ▶ **MAY 4** | International Firefighters'
- ▶ **MAY 15** | Peace Officer's Memorial
- ▶ **MAY 20** | Emergency Medical Service For Children
- ▶ **JUNE 5** | National Tailors

SOCIAL MEDIA MARKETING



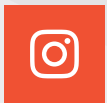
SOCIAL MEDIA | LINKS & HASHTAGS



lionconnects
elbeco1907



lionconnects



lion_firegear
elbeco_uniforms



lion_protects



LION
elbeco1907

Follow LION and Elbeco's social pages for content you can share with your customers.

1. Like and subscribe to our pages to be part of the LION community.
2. Tag LION and Elbeco social pages when posting about our products
3. Share LION's posts to your audience for additional, ready-to-go content.

When sharing LION content consider using some of our most common hashtags:

- ▶ **#LIONprotects**
This is our primary hashtag for PPE, Essentials, and Uniforms. It should be used on all content related to these categories.
- ▶ **#LIONSafetySolutions**
This should ONLY be used on LION Safety Solutions services including LION training products/solutions and TotalCare.
- ▶ **#ReadyForAction**
This hashtag is used for information about our customers and the firefighting community being ready to do what they need to do.
- ▶ **#LIONgear**
This should be used for PPE & Firefighter Essentials product related posts; gloves, boots, helmets, etc.
- ▶ **#Elbeco**
This should ONLY be used for posts specifically talking about our Elbeco brand uniforms.

SOCIAL MEDIA | LION SOCIAL POSTS

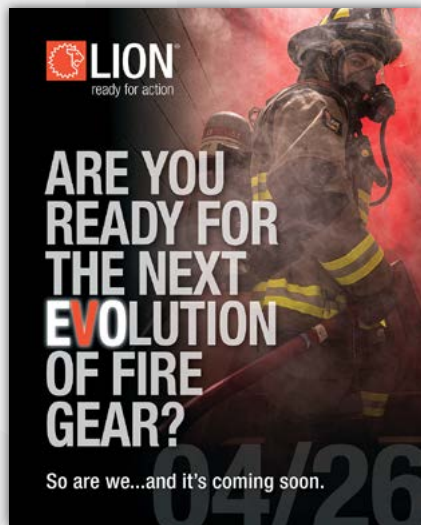


NEW STANDARD. SAME MISSION.

LION turnout gear is officially NFPA 1970 certified! Incoming orders will be manufactured to the new NFPA 1970 standard.

This is more than compliance — it's our commitment to the fire service to lead, innovate, protect and keep you ready for action.

[Download Assets](#)



V-FORCE® EVO™ STRUCTURAL TURNOUT GEAR

Built to Protect Under Fire. Built to Move with You.

Something new is coming to the fireground.

V-Force EVO is LION's next-generation premium structural turnout gear, See V-Force EVO in person at FDIC and experience how turnout gear is built around real-world movement from the first call to the last.

[Download Assets](#)

SOCIAL MEDIA | LION SOCIAL POSTS



PARTICULATE PROTECTION THAT DOESN'T QUIT

LION's RedZone™ Particulate-Blocking Hoods meet the latest standard requiring particulate-blocking performance — and we deliver that protection in three advanced options engineered for today's fireground:

Stedair® PREVENT Hood – Trusted, dual-layer protection that blocks over 99% of particulates, with long-term durability and heat stress management.

Stedair® PREVENT CLEAR Hood – The first hood on the market to feature the new PREVENT CLEAR technology, designed with no intentionally added per- or polyfluorinated substances and built for exceptional breathability and flexibility.

Nomex® Nano Flex Hood – A lightweight, single-layer trilaminate option that blocks particulates while maintaining comfort and mobility — also made with no intentionally added per- or polyfluorinated substances.

[Download Assets](#)



V-FORCE® STRUCTURAL FIRE BOOTS

Fire Boots That Don't Stop Until You Do.

Building on the same mobility-driven design philosophy as V-Force turnout gear, LION introduces the V-Force Structural Fire Boot. Designed for all-day comfort, stability, flexibility, and protection, these boots support firefighters through long shifts and demanding incidents.

V-Force Boots are engineered to reduce foot fatigue while maintaining protection where it matters most.

[Download Assets](#)

SOCIAL MEDIA | ELBECO SOCIAL POSTS



THE NEW UFX™ TACTICAL UNIFORMS

Designed for first responders who demand performance they can count on. Featuring UFX Persist (4-way stretch) and UFX Bold (durable stretch-ripstop), the new UFX Tactical uniforms are packed with innovative and functional features to keep you ready for whatever the job throws your way.

- ▶ Performance under pressure for long shifts and tough movement
- ▶ Duty-ready appearance with various collar options for a professional, unified look
- ▶ Gear-compatible with belts, armor, radios, and more
- ▶ Comfort that lasts thanks to advanced soft-touch durability
- ▶ All-season flexibility with styles for any climate or role

[Download Assets](#)



ONE SIZE DOES NOT FIT ALL AND IT NEVER SHOULD

Your role demands strength, precision, and performance every shift, and that's why female first responders need a uniform that delivers performance without sacrificing fit or comfort. Our women's pants are engineered specifically for female first responders with a contoured waist, purpose-built pockets, and a tailored fit through the hips and thighs for all-day comfort and mobility.

LION's Elbeco uniforms are built for performance when it counts.

[Download Assets](#)

SOCIAL MEDIA | ELBECO SOCIAL POSTS



UNLEASH THE POWER OF BOLD

When the mission demands toughness, UFX™ Bold delivers.

Reinforced with 50% Nylon, this advanced stretch-ripstop uniform is built to dominate high-demand environments, offering unmatched durability without sacrificing comfort. Nano-wicking tech keeps you dry, underarm mesh vents boost airflow, and a smooth neckline reduces irritation for all-day wear.

From patrol to pursuit, UFX Bold moves with you, protects you, and outlasts the mission.

Explore the collection today: <https://www.elbeco.com/ufxbold>

[Download Assets](#)



YOUR UNIFORM SHOULD NEVER HOLD YOU BACK

The next generation of tactical uniforms is here. The UFX™ Persist Collection combines advanced stretch fabric, wrinkle resistance, and nano-wicking technology for unmatched comfort and durability.

From underarm mesh vents to reinforced belt support, every detail is engineered for professionals who demand more from their uniform.

Explore the collection today: <https://www.elbeco.com/ufxpersist>

[Download Assets](#)

RESOURCES & TOOLS

Your go-to hub for all the essential portals, websites and support - find quick links and brief overviews of the key resources available to support you.

Whether you're looking for detailed product information, marketing materials, or direct support contacts, everything you need is just a click away.



BRAND GUIDELINES & DEALER RESOURCES

Brand Updates and Best Practices

We are dedicated to delivering content that you can incorporate into your marketing plans to engage your customers on the LION brand and product offerings. Our goal is to provide you with the information and resources you need to thrive in your partnership with us.

TAKE ACTION!

- ▶ Review marketing communications for any brand guidelines deviations:
 - Social media copy
 - Emails promoting LION
 - Print & digital advertising
 - Website Brand listing pages
- ▶ Update LION & Elbeco brand landing pages:
 - Remove links and copy references of LION StationWear™
 - Replace with Elbeco Uniforms & link to Elbeco landing page if listed separately

LION BRAND GUIDELINES

Find the latest best practices for using LION's tone of voice, logos, and other brand assets.

[Get it now](#)

WEBDAM BRAND PORTAL

Leverage content in building product landing pages, digital or print ads, or social and email communications.

[Explore WEBDAM](#)

ICYMI: BLOGS

Find articles, product information and resources across PPE, Essentials and Elbeco certified and non-certified uniforms.

[LION Connects Blog](#)

[Elbeco Blog](#)

LION ORDER STATUS PORTAL

Get access to complete order history and individual order number tracking.

[Log in](#)

SHARE YOUR STORY

Provide testimonials of real-life, relatable experiences that can be used to promote LION product performance and quality.

[Submit Yours](#)

LION LITERATURE PRINT REQUEST PORTAL

Our new LION Literature Portal makes it fast and easy to keep your sales kit stocked with the latest materials – no login required!

[LION Marketing Store](#)

RESOURCES

CONTACT INFORMATION

Distribution Partner Marketing Program Support

LION PPE, Essentials & Elbeco Uniforms

Let's collaborate in developing marketing campaigns or programs to drive awareness and engagement with LION products such as:

- ▶ Print and digital ads
- ▶ Product launch and awareness campaigns
- ▶ Social media/email copy & asset review
- ▶ Support of asset development aligned to LION and dealer brand guides



Denise Recker

Distribution Channel Marketing Manager

LION Identity & Protection Systems

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