



DEALER MARKETING TOOL KIT

DECEMBER 2025



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 9

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



What to Know 18

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 28

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



LION | HOLIDAY FACILITY SCHEDULES

As we approach the holiday season, we would like to ensure you have the latest information regarding our facility schedules to help plan your orders and customer communications accordingly.

Hazel Green Cutting, West Liberty & Beattyville Sewing Facilities

December

Holiday Closures:

Monday, Dec 22 –
Wednesday, Dec 31, 2025

New Year's

Holiday Closures:

Thursday, January 1,
2026

Returning to normal business operations Saturday,
January 3, 2026

Hazel Green Distribution Facility

December

Holiday Closures:

December 24,
Returning to operations
Monday, Dec 29 –
Wednesday, Dec 31, 2025

New Year's

Holiday Closures:

Thursday, Jan 1, 2026
Returning to operations
Monday, Jan 5, 2026

LION Corporate Offices

Holiday Closures:

Wednesday, Dec 24, 2025
Thursday, Dec 25, 2025
Thursday, Jan 1, 2026.



LION | GET TO KNOW YOUR LION SUPPORT TEAMS!

Get To Know Your LION PPE & Uniforms Sales Teams!

Whether you're selling PPE, Essentials, or Uniforms, knowing who to contact makes all the difference. Our new guides make it easy to find the right contact so you can connect quickly, get the answers you need to keep things moving and sell confidently. Flip through to find your go-to reps and get connected!

Find quick links to these new guides in WEBDAM on the "[Contact Us](#)" page found in the navigation bar upon logging into the portal.

[Access Guides](#)



EVENTS | IACP 2025 RECAP



Innovation on Display

In Denver, the LION Uniforms team made a bold impact at IACP, unveiling our latest tactical innovations: UFX™ Persist and UFX™ Bold. These new collections were designed with today's officers in mind—delivering unmatched comfort, durability, and mission-ready performance.

Blog | Elbeco

Social Post | WRAPPING UP IACP 2025

Attendees got hands-on with:

- ▶ **UFX™ Persist:** Featuring 4-way stretch, wrinkle resistance, and nano-wicking tech for all-day comfort.
- ▶ **UFX™ Bold:** Built with advanced stretch-ripstop fabric and 50% Nylon for rugged durability.

We also showcased fan favorites and exciting additions:

- ▶ CX360™ Uniforms and the new CX360 Single-Breasted Blousecoat
- ▶ 3-in-1 Outerwear System for cold-weather versatility
- ▶ UFX™ Polos, including our pink edition for Breast Cancer Awareness

A highlight was our nano fluid repellency demo tool, sparking buzz around our cutting-edge fabric tech. We also featured MT94 CBRN gear and a special CX360™ uniform for Atlanta PD, designed for the upcoming FIFA World Cup.

Thanks to everyone who visited our booth and made IACP 2025 a success. See you next year in **Orlando!**

EVENTS | FIREFIGHTER CHALLENGE RECAP

The 2025 Firefighter Challenge League season showcased another year of high-intensity competition in the iconic LION Arena of the Brave, the standardized course used across all league events.

Beginning with the season opener at FDIC and moving through regional Classics in every major U.S. region, firefighters of every background — rookie, veteran, volunteer, and retired—competed in the league's signature sequence of five essential functions: the stair-tower climb with a high-rise pack, hose hoist, forcible-entry simulator, hose advance, and the final victim-rescue drag. The season emphasized inclusivity and empowerment, reinforcing the idea that the Challenge is not only for elite athletes but for any firefighter looking to test and improve their operational readiness.

The competition culminated at the 2025 World Championship in Farmers Branch, Texas, where competitors from more than twenty countries gathered to test their skills in the LION Arena of the Brave and compete for the prestigious, LION's Den. LION's Den is awarded to those competitors who complete the course in a set time, based on their age and experience.

LION was proud to sponsor **The LION's DEN Dinner** at the FireFighter Challenge World Championship. With the help of local eatery Clean Eatx in Flower Mound, TX, LION provided healthy meals for 286 competitors!

Across the season, the FCL continued to grow as both a sport and a global showcase of firefighter strength, resilience, and camaraderie and we look forward to what the 2026 series will bring.

As a LION distributor, you can help local challenge participants gear up for the 2026 series with LION's Racing Spec:

[View Now](#)



PAST EVENTS | NOVEMBER



CBRNe Convergence

November 3-5, 2025 | Charleston, SC

Mike Morehouse, Business Development Manager Federal Gov./D.O.D., and Andrea Boylin, Product Manager, teamed up to exhibit at CBRNe Convergence for the first time. The team is excited to explore the 2026 Federal/Government market needs for CBRN.



Science to the Station: Nerdstock

November 3-5, 2025 | Loveland, CO

New to participating in Science to the Station, the Marketing Team for PPE and Essentials, Anna Lones and Zach Czirr, represented LION as exhibitors for this conference. This national alliance works to promote firefighter health, safety, and science to develop policies and best practices.

NEWS | PARTNERSHIPS

We're kicking off 2026 with renewed commitments to key industry associations that matter to our customers and partners. LION is proud to continue partnerships with national associations such as the **Major Cities Chiefs Association** and strategic regional sheriff and police chief organizations like **Florida Sheriffs Association, Florida Police Chiefs Association, Georgia Association of Chiefs of Police.**

These partnerships allow LION to actively participate in major conferences and events throughout the year, creating opportunities to:

- ▶ Increase brand visibility among decision-makers in law enforcement and public safety.
- ▶ Build stronger relationships with influential leaders and organizations.
- ▶ Support dealers by driving awareness and demand for LION's Elbeco uniforms through these trusted networks.

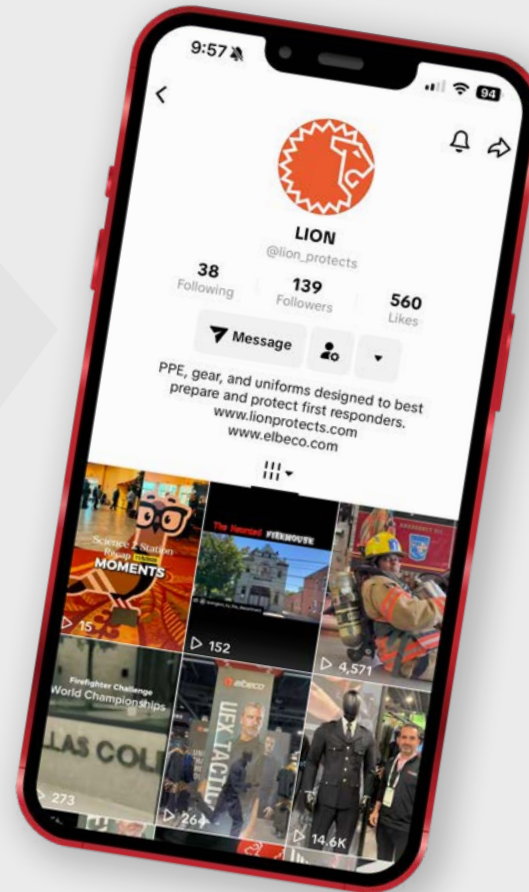
Together, these engagements help position LION—and our dealer partners—as leaders in serving the needs of first responders nationwide. Look for LION at major association events in your region coming in 2026.



NEWS | RESOURCES & SOCIAL

Follow Us, LION is on TikTok!

We're bringing the heat to TikTok with behind-the-scenes content, product highlights, PPE and uniform tips plus real-world action. From design inspiration to field-ready features, you'll get an inside look at how LION supports those who serve. Stay tuned for quick demos, spotlights and a few surprises along the way at [LION_protects](https://www.tiktok.com/@lion_protects)!



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



PRODUCT LAUNCH | UFX™ TACTICAL UNIFORMS

Engineered for law enforcement, security, and tactical professionals, our UFX™ Tactical program delivers unmatched performance, durability, and comfort. This collection features: UFX™ Persist with 4-way stretch and UFX™ Bold with tough stretch-ripstop technology.

From enhanced mobility and durability to mission-critical functionality, every product in the new lineup reflects LION's commitment to protecting and empowering those who serve. This versatile series includes polos, collared patrol shirts, zip mock neck patrol shirts, and cargo pants. These innovations don't just meet industry standards – they redefine them.

UFX Tactical uniforms are packed with innovative and functional features to keep you ready for action.

- ▶ **Performance Under Pressure:** Built for movement, durability, and long shifts.
- ▶ **Professional Appearance:** Clean, consistent look to reinforce authority and department unity.
- ▶ **Gear Integration:** Works with duty belts, body armor, and tactical gear.
- ▶ **All-Season Versatility:** Layering options for every role and environment.
- ▶ **Mission-Ready Comfort:** Advanced soft-touch fabrics give all-day durability without compromising comfort.

Visit our [website](#) to learn more.

TAKE ACTION!

Introducing the future of Tactical! Find all the content you need to develop launch campaigns in WEBDAM!

VIEW NOW!

Learn what sets Elbeco's all-new uniforms apart in the tactical market on the following pages.



**COMING IN
FEBRUARY 2026!**

PRODUCT LAUNCH | UFX™ PERSIST



Performance That Won't Quit.

Introducing the next-generation **UFX Persist collection**, designed for tactical professionals who demand peak performance and lasting comfort. This collection is built with advanced 4-way stretch fabric for superior mobility, durability, and a polished look that resists wrinkles.

Whether on patrol, in transit, or responding to emergencies, UFX Persist keeps you mission-ready and sharp all shift long.

- ▶ **Advanced performance fabric** with stretch for all-day comfort and unrestricted movement
- ▶ **Durable and breathable design** ideal for layering or worn on its own
- ▶ **Mission-ready gear access** ample pocket space with easy-access design

PRODUCT LAUNCH | UFX™ BOLD



Rugged by Design. Comfortable by Nature.

The **UFX Bold collection** is the ultimate choice for those who demand a uniform that performs without compromise. Each piece is made with stretch-ripstop fabric and Nylon for superior abrasion resistance and long-lasting wear. Soft to the touch and tough in action, UFX Bold is designed to move with you and outlast the mission.

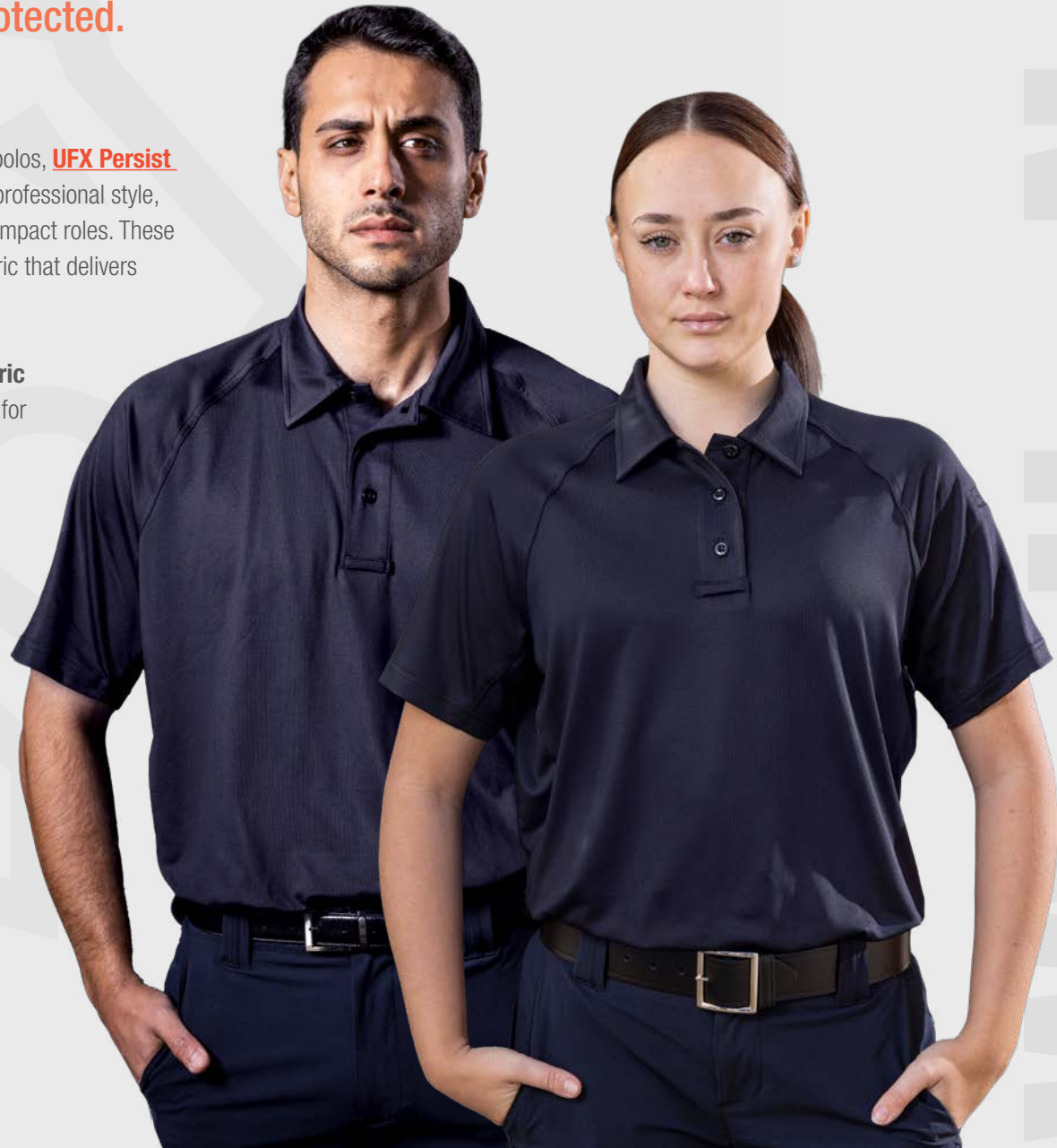
- ▶ **Advanced performance fabric** with stretch-ripstop technology and Nylon delivers enhanced flexibility and abrasion resistance without compromising comfort
- ▶ **Durable and breathable design** ideal for layering or worn on its own
- ▶ **Mission-ready gear access** with ample pocket space with easy-access design

PRODUCT LAUNCH | UFX™ PERSIST POLOS

**Stay Sharp. Stay Protected.
Stay Persistent.**

A new addition to our trusted UFX polos, **UFX Persist Polos** deliver lightweight comfort, professional style, and durable performance for high-impact roles. These polos feature advanced stretch fabric that delivers breathability, mobility, and comfort.

- ▶ **Advanced performance fabric** with stretch that is lightweight for all-day comfort
- ▶ **Durable and breathable design** ideal for layering or worn on its own
- ▶ **Non-Iron collar** maintains structure and sharp appearance shift after shift



ELBECO DRESS UNIFORMS | NEW OFFERINGS

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.



CX360™ Stretch
Blousecoat & Pant

LAUNCHING IN
MARCH 2026!

Prestige™ Blousecoat: New Color Coming in 2026

Combining exceptional construction, comfort and design, the [Prestige Wool-Blended Double-Breasted Blousecoat](#) cuts an impressive figure. Made from a premium worsted wool blend, it features a full satin lining, shoulder pads and lined peak lapels. The perfect match to the [Prestige Wool Blend Dress Pants](#), this Class A double-breasted coat accommodates three to six buttons per vertical row.

- ▶ Offered in Double-breasted style in **new** Naval Navy color to match US Naval Standards
- ▶ Double-breasted Naval Navy model offers dedicated Challenge Coin pocket for tradition and pride



Prestige
Wool-Blended
Double-Breasted
Blousecoat

UPDATE | CX360™ UNDERVEST SHIRTS

A flexible, functional and comfortable alternative to a traditional uniform shirt, the Undervest Shirt offers both professional appearance and casual style. Visible portions of shirt match CX360 Class A shirt making it a must-have as part of a daily duty uniform.

- ▶ 2021 NAUMD Award for Best Garment Innovation/Comfort
- ▶ Upper portion made from soft, 4-way stretch; wrinkle-free, anti-pill fabric
- ▶ Permanent Nano Fluid Repellency allows fluids to bead and roll off fabric
- ▶ Antimicrobial flex underarm mesh vents increase ventilation and range of motion and prevents the buildup of odor-causing bacteria
- ▶ Dual communication wire access openings in side seams conceal and contain wires

Both Men's and Women's long and short sleeve styles will be available in French blue in early 2026.

UV1 CX360 Short Sleeve Undervest Shirt

UV1 CX360 Long Sleeve Undervest Shirt



MARKETING | FIT FOR HER FACT SHEET

We're excited to share our new Fit For Her promo sheet, designed to help you highlight the key differences between our male and female turnout gear patterns.

This new resource explains how LION's women's-cut gear delivers improved fit, comfort, mobility, and safety through features like a smaller neckline, shorter sleeve and inseam lengths, increased hip and seat room, and an adjusted coat sweep for greater range of motion.

Dealers can use this sheet to highlight what sets LION's female turnout gear designs apart from other patterns in the industry.

[DOWNLOAD FACT SHEET](#)

TURNOUT GEAR OPTIMIZED FOR HER COMFORT.



Proper turnout gear fit is important for all firefighters. But, it's even more crucial for female firefighters, who often require additional sizing details to achieve a great gear fit. With this in mind, our tailored women's-cut turnouts offer enhanced comfort, mobility, and safety. When she's fit for firefighting, her fire gear should be **FIT FOR HER**.



Fit for Her. Built to Protect. Designed to Move.

LION's Fit For Her turnout gear is tailored for women, offering precise adjustments for optimal mobility, comfort, and protection on the job.

► Engineered for Her Form

Designed with female proportions for a secure, natural fit that enhances movement and prevents gaps or bulk.

► Comfort in Action

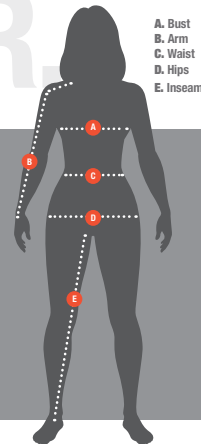
Tailored panels move naturally with the body, minimizing restriction and ensuring comfort through long shifts and high-intensity work.

► Freedom to Move, Confidence to Perform

Shaped through the hips and seat for unrestricted, confident movement in every task.

Did You Know?

About 60,000 to 80,000 U.S. female firefighters are working with poorly fitting PPE.



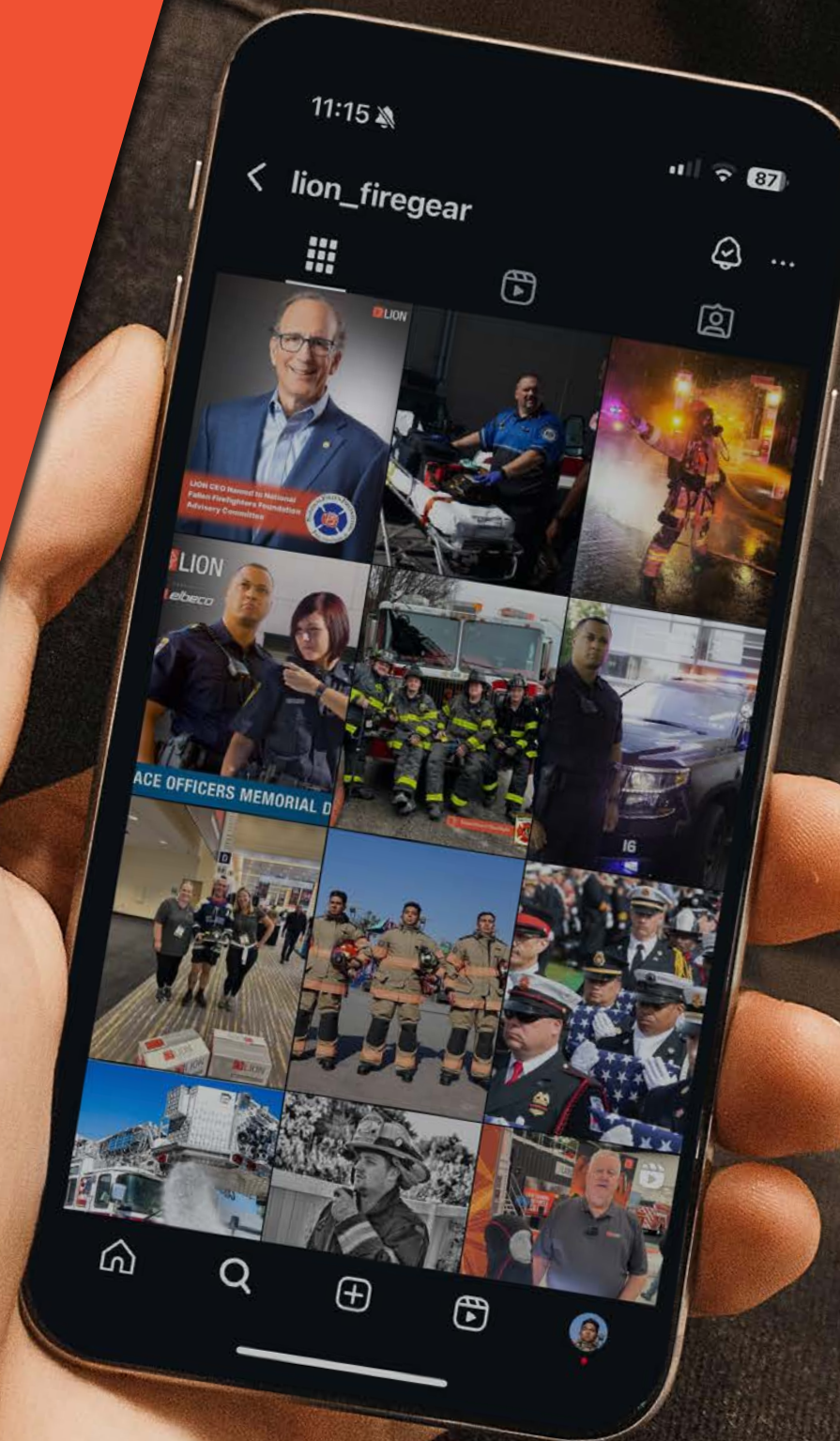
CUSTOM TURNOUT GEAR ENGINEERED ESPECIALLY FOR FEMALE FIREFIGHTERS.

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.



REMINDER | TR51™ FIRE MARSHAL GEAR

A quick reminder that LION offers gear specifically designed for Fire Marshals—a product line we launched in 2024.

The TR51™ Fire Marshal ensemble is a versatile technical rescue outfit built for the specific needs of scene investigators and Fire Marshals.

- ▶ **TR51™ Coat (Models CSRM / CSRF with CM0743):**
Features a side-zip design for quick access to a duty belt. Certified to NFPA 1999.
- ▶ **TR51™ Pant (Models PSRM / PSRF):** Certified to NFPA 1951 and NFPA 1999 when the shell and moisture barrier/liner are both worn, and to NFPA 1951 Technical Rescue when worn without the liner.

This gear provides the protection, flexibility, and professional appearance Fire Marshals need for investigative and rescue operations—all backed by LION's proven quality and innovation.

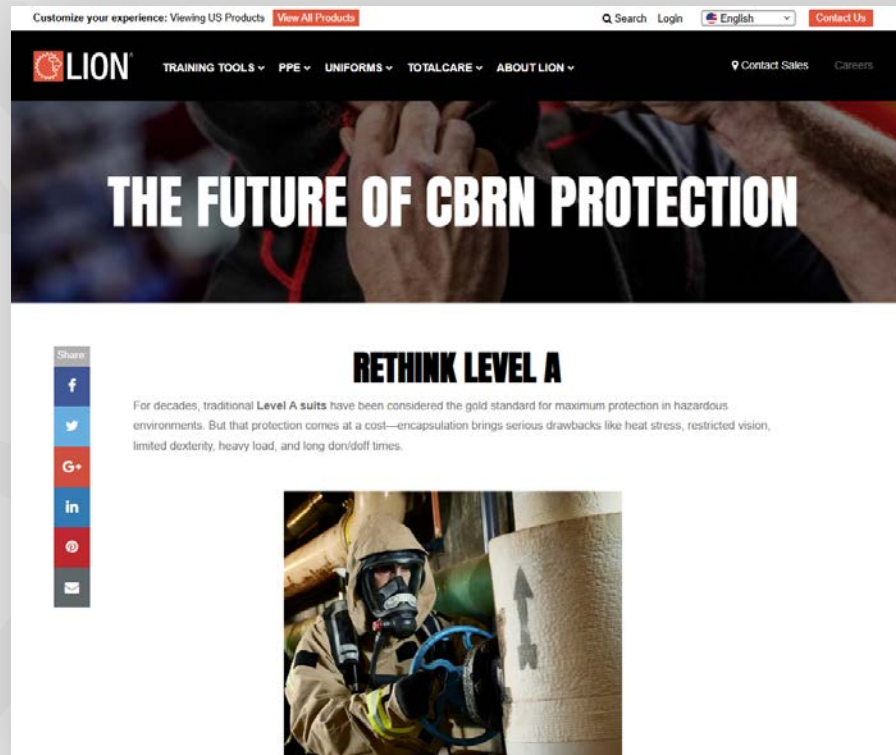


BLOG | THE FUTURE OF CBRN PROTECTION

For decades, traditional Level A suits have been considered the gold standard for maximum protection in hazardous environments. But that protection comes at a cost—encapsulation brings serious drawbacks like heat stress, restricted vision, limited dexterity, heavy load, and long don/doff times. The truth is, less than 5% of HazMat calls require fully encapsulated gear—and in FDNY's experience, it's even below 1%.

We here at LION asked, Is there a better way to deliver the same protection without the burden of full encapsulation?

Meet LION's MT94™ — discover how your customers can stay protected without sacrificing mobility, comfort or speed.



[READ THE BLOG POST](#)

OBSERVANCES | DECEMBER – FEBRUARY

DAY

- ▶ **NATIONAL LAW ENFORCEMENT APPRECIATION DAY | January 9**
A day to show officers how much we appreciate their sacrifices and the risks they take every day while on the job.

WEEK

- ▶ **NATIONAL LAW ENFORCEMENT TRAINING WEEK | January 4-10**
A week dedicated to providing ongoing professional development and training opportunities for law enforcement officers.
- ▶ **NATIONAL BURN AWARENESS WEEK | February 2-8**
The American Burn Association raises awareness by promoting burn prevention through educators.

MONTH

- ▶ **NATIONAL CANCER PREVENTION MONTH | February**
A month to raise awareness about cancer prevention and early detection. Firefighters are at a higher risk for cancer than the general public. 66% of line-of-duty deaths are from cancer.
- ▶ **NATIONAL HEART HEALTH MONTH | February**
A time to raise awareness about heart disease, the leading cause of death in the country, and encourage healthy habits to prevent heart disease.

SOCIAL MEDIA MARKETING



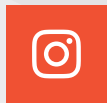
SOCIAL MEDIA | LINKS & HASHTAGS



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



ELEVATE YOUR FIREFIGHTING GAME WITH LION V-FORCE® GLOVES

When every second counts, your gear needs to deliver more than just coverage—it needs to perform. The LION V-Force Glove is engineered with the same innovative design and craftsmanship as LION V-Force turnouts, offering 3D-patterned design that mirrors your natural hand movement. That means less strain, more control, and hands that stay agile even under pressure.

Want to feel the V-Force difference for yourself? Reach out to your local LION dealer for a demo or wear trial.

[Download Assets](#)



PROTECTION WITHOUT COMPROMISE

The LION MT94 suit delivers lightweight protection that meets the mission every time.

Learn More: <https://bit.ly/4qhDByJ>

[Download Assets](#)

SOCIAL MEDIA | LION & ELBECO SOCIAL POSTS



AMERICAN HONOR™ FIRE HELMET BY LION

Get traditional protection in a modern style with LION's new American Honor helmet! Its low-profile design allows quick movement with balance and confidence. Built with state-of-the-art composites, it's strong, comfortable, and ready for action.

[Download Assets](#)



OUR SHIELD DUTY PARKA HAS YOUR BACK!

Stay warm, dry, and comfortable no matter what the forecast says. The Elbeco Shield Duty Parka is built for performance

Shop Now: <https://bit.ly/47CN4rE>

[Download Assets](#)

SOCIAL MEDIA | ELBECO SOCIAL POSTS



TACTICAL JUST GOT TOUGHER. MEET UFX™ PERSIST & UFX™ BOLD

UFX Persist: Lightweight, breathable 4-way stretch fabric built for all-day comfort and mobility.

UFX Bold: Tough-as-nails stretch-ripstop with 50% Nylon for serious durability and freedom to move.

Now offering Class A–D uniforms, LION is your full-stop shop for duty-ready uniforms from the station to the street. Explore the UFX Tactical collections and outfit your team for what's next!

Bold Assets

Persist Assets



FIT FOR HER: UNIFORMS

From the trailblazers who broke barriers, the officers who serve with strength and compassion every day, and the future leaders shaping the next generation of policing, we're proud to support female officers with uniforms that meet the demands of the job because every officer deserves a uniform that works as hard as Nshe does.

Shop Now: <https://bit.ly/3EbRcEA>

Download Assets

SOCIAL MEDIA | ELBECO SOCIAL POSTS



WHEN TEMPERATURES DROP, YOUR PROTECTION SHOULDN'T.

HeroGuard long sleeve shirts and pants combine cold-weather comfort with next level safety. Made with DuPont Nomex® IIIA, these NFPA 1975-compliant uniforms provide flame-resistant qualities that last the life of the garment, no matter how many washes.

Shop Now: <https://bit.ly/3WUc3ln>

[Download Assets](#)



WINTER READY. JOB READY.

Gear up with LION's Elbeco HeroShield NFPA 1975-certified uniforms, designed for firefighters and paramedics. These long sleeve shirts and pants deliver certified protection and seasonal comfort when you need it most.

Shop Now: <https://bit.ly/4hX0hyo>

[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 AND 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](#)

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



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LION Identity & Protection Systems

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