



DEALER MARKETING TOOL KIT

SEPTEMBER 2025

WHAT TO EXPECT



LION Developments & Industry Engagement

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



What's New:

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:

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:

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

We are thrilled to launch the next edition of our quarterly communication, designed to keep you informed and empowered with the latest updates and resources from 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.

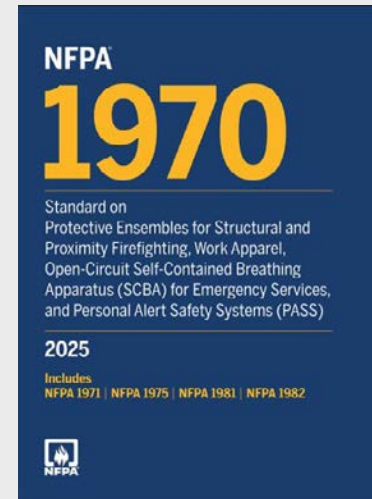


IMPORTANT UPDATE: NFPA 1970 COMPLIANCE TIMELINE

We want to keep you informed about an important update to the NFPA 1970 standard as we continue to ramp up our product development and planning efforts. NFPA 1970 was officially published in September 2024. A Tentative Interim Amendment (TIA) has recently extended the deadline for manufacturers to obtain certification to the new standard until March 18, 2026. After this date, all manufacturers must produce only NFPA 1970-compliant products. In some cases, certification and transition may occur earlier depending on the product and testing timelines.

What this means for you:

LION is continually working to certify our product lines to the new standard. As each product line completes certification, we will begin transitioning those items into production. We'll keep you updated with clear timelines and guidance to help you manage inventory, customer expectations, and future orders.



We're committed to making this transition as smooth as possible and we will provide future communications regarding our various product lines as we progress towards the March 2026 standard compliance date.

Thank you for your continued partnership.

PPE DEPARTMENT SPOTLIGHT

LION WELCOMES CHARLOTTE FIRE DEPARTMENT!

We recently had the honor of hosting the Charlotte Fire Department, Charlotte NC at LION's corporate offices in Dayton, Ohio and our manufacturing facilities in Kentucky.

In Dayton, Steve and Andy Schwartz-4th generation family owners-officially welcomed them to the LION family. The team also toured our lab, met with their Sales reps, and LION Support teams to discuss their gear and future partnership.

During their visit to Kentucky, Charlotte's firefighters saw firsthand the craftsmanship and skill that goes into every set of LION turnout gear. It was a great opportunity to connect, collaborate, and showcase what LION is all about.

Thank you, Charlotte Fire Department - we're proud to serve you!





RECENT & UPCOMING INDUSTRY EVENTS & ENGAGEMENT ACTIVITIES



FIREFIGHTER GRIDIRON SAFETY SUMMIT

LION recently participated in the 2025 GridIron Safety Summit, a multi-city event focused on advancing firefighter safety and education.

Our subject matter experts, Karen Lehtonen and Jeff Foy, delivered impactful presentations on NFPA 1970 standard updates and emerging innovations in PPE.

The summit provided a valuable opportunity to engage with the fire service community and reinforce LION's commitment to innovation and safety when it comes to protecting those who serve.



FIREFIGHTER CHALLENGE SERIES UPDATE

LION is proud to sponsor the LION's Den and the LION Arena of the Brave for the Firefighter Challenge Series! Earning membership into the LION's Den is a prestigious honor awarded to the amazing athletes who meet the course requirements. Click below to learn more about these champions and the requirements to achieve the LION's Den.

Upcoming Schedule:

- ▶ October 20-25, 2025
Farmer's Branch, TX (Worlds)

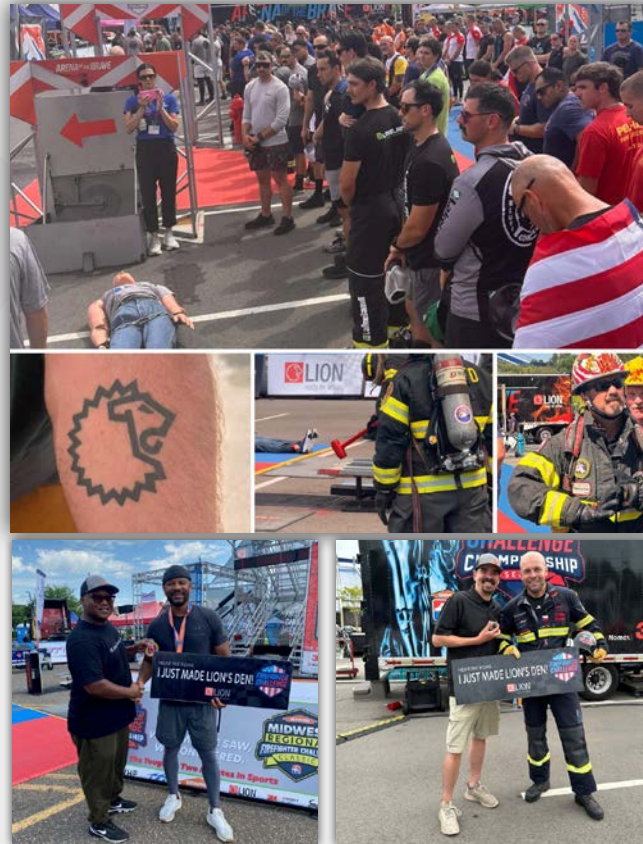
TAKE ACTION!

Help competitors in your region suit up for the challenge with LION Racing Gear.

[Access LION's Race Spec Brochure](#)

Follow LION on **social** to see the latest from the Firefighter Challenge Series.

Best of the Best - Firefighter Challenge League



SCIENCE TO THE STATION: NERDSTOCK 2025 A HEALTH & WELLNESS ALLIANCE

NOVEMBER 3-5, 2025
LOVELAND, CO

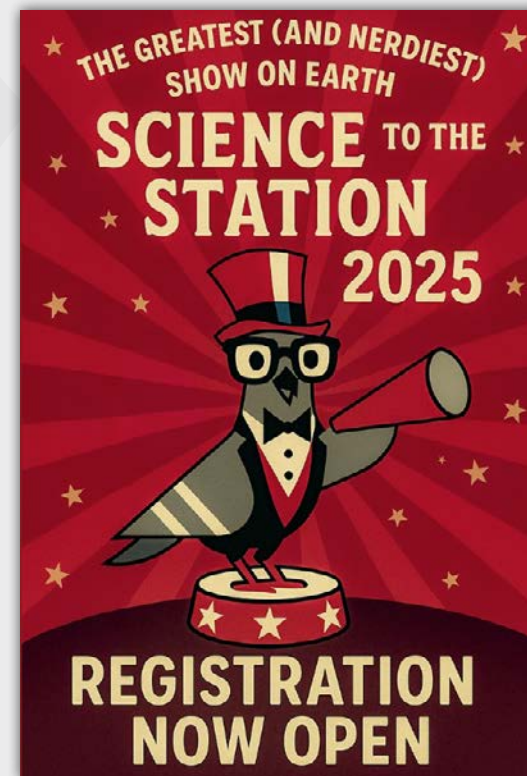
LION is proud to partner with **Women In Fire** to participate in **Science to the Station**, taking place in Loveland, CO November 3-5, 2025.

During these three days, we'll participate, along with members of the fire service, in learning about recent research and real-world tools that "pull back the curtain on health, safety, and performance in the fire service."

Watch for powerful insights following the conference, as together we explore how today's research can drive tomorrow's fire service advancements.

Register to attend and join the conversation.
We would love to see you there!

[Register Now](#)



FIRE NIGHT WITH THE DAYTON DRAGONS

We're proud to share that LION recently partnered with the Dayton Dragons Minor League Baseball Team for this year's Fire Night, an event that celebrates the incredible work of local first responders. As the official sponsor, we had the opportunity to shine a spotlight on one of our community's own.



Honoring a Hometown Hero

As part of the evening's festivities, the Dayton Dragons recognized Firefighter/Paramedic Matt Abel, a local firefighter with the Kettering Fire Department, as the First Responder of the Night. In July, Firefighter Abel witnessed a man at a local racing event suffering a heart attack. Abel, along with a nurse who was nearby, took immediate life-saving actions to restore the man's breathing. The man was transported to the hospital and has since made a full recovery. LION had the honor of presenting Firefighter Abel with a swag bag as a token of our appreciation for his dedication and service.

Connecting with the Community

It was a great chance to engage with families, answer questions about firefighting gear with Dayton Fire Department turnout gear on display, and show our support for those who protect our communities.

We're proud to stand beside the Dayton Dragons and celebrate those on the front lines

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



GET INTO THE REDZONE™, NOW FASTER THAN EVER!

MagneTite™ Gear Closures now available on RedZone™ turnout models!

RedZone turnout gear is now available with MagneTite magnetic closures – making donning faster and easier than ever. Firefighters still get the trusted fit, mobility, and comfort of these high-performance, particulate-blocking turnout gear models, now with the added convenience of secure, two-step magnetic closure technology.

Have Questions? We have answers!

[Q & A](#)

See our magnetic closure in action!

[Watch Video](#)



TAKE ACTION!

Share this new time saving feature with your customers considering RedZone particulate blocking gear:

[Download Assets](#)

NEW TURNOUT PANT SUSPENDER OPTIONS BUILT FOR THE JOB

Firefighters rely on every piece of their gear and suspenders are no exception. They need gear that performs under pressure and suspenders play a key role in comfort and mobility.

We've expanded our line-up with new suspender options designed to meet the evolving needs of today's firefighters. Whether it's enhanced adjustability, improved comfort, or rugged performance, these additions bring more choices to your turnout gear offering.



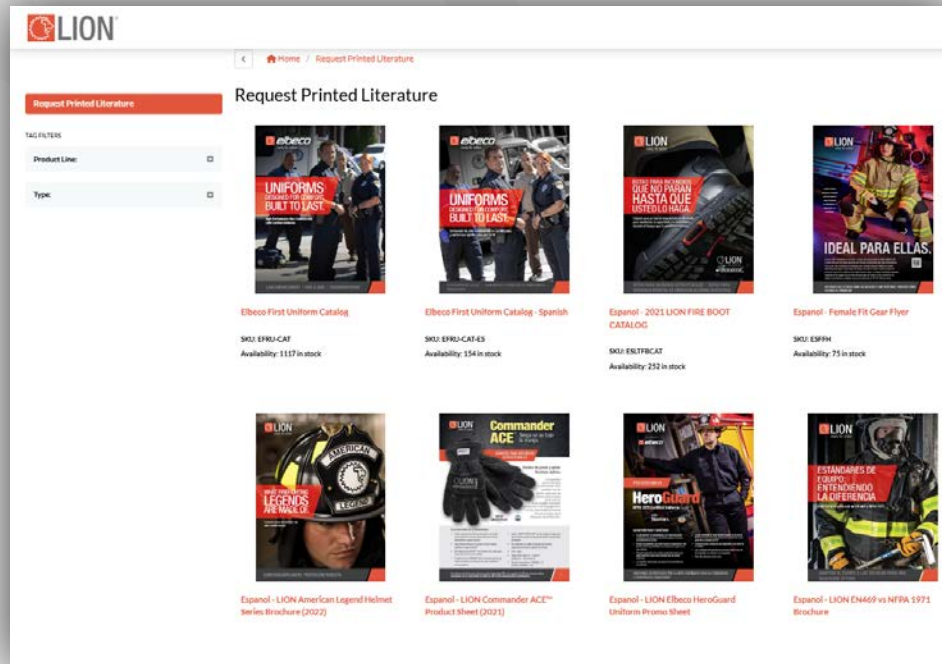
Discover what's new with our suspender options:

[View Options](#)

Looking for price information?

[View Price List](#)

REQUESTING PRINTED LION LITERATURE JUST GOT EASIER



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

Portal Access

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

LION Website

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

Need printed product literature for your next customer visit or field event? Our new Literature Request Portal makes it fast and easy to get the materials you need, no login required!

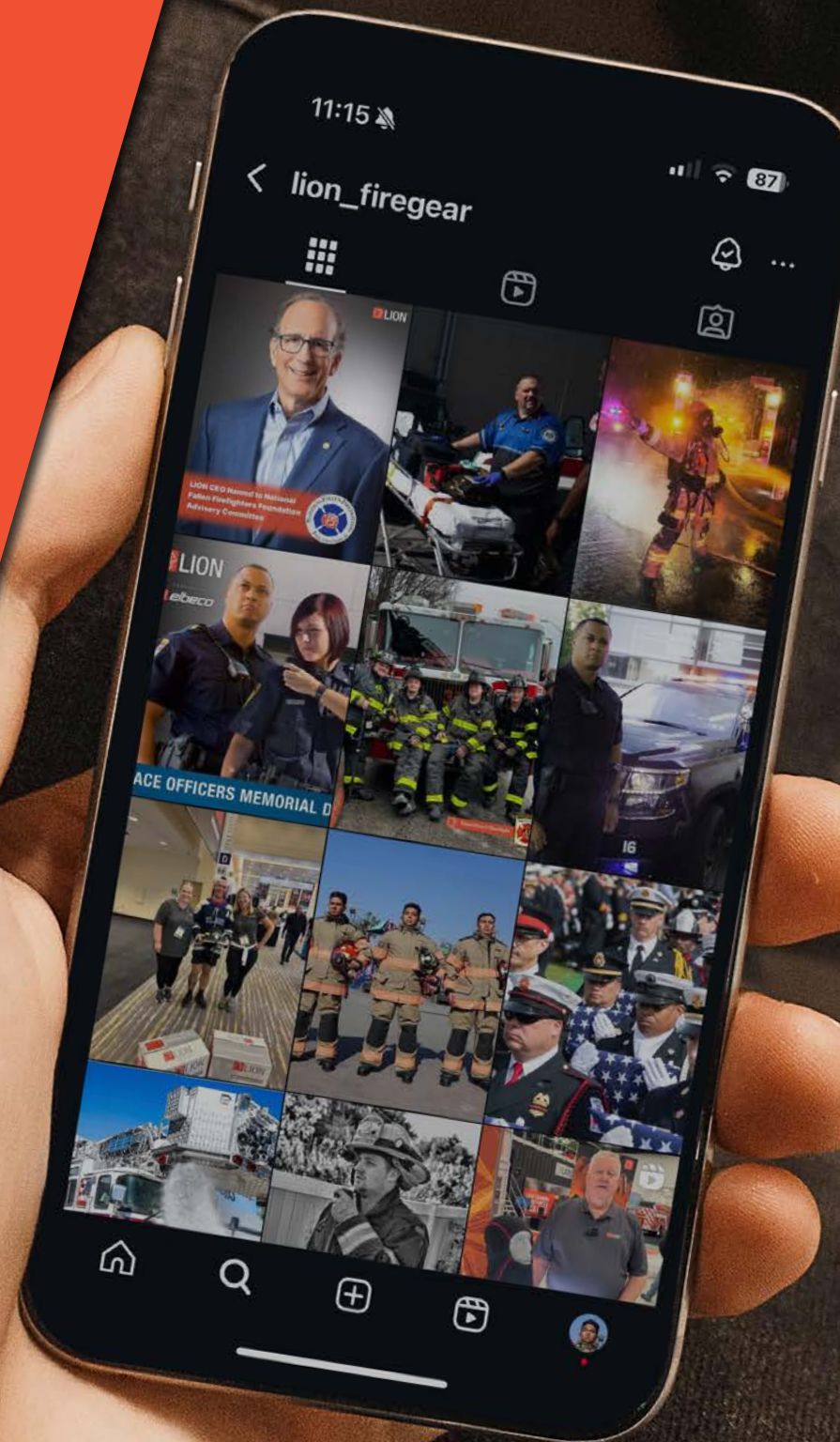
- ▶ Order printed brochures, flyers, and more
- ▶ No account setup or password hassle
- ▶ Delivered right to your door (only available to valid U.S., Canadian, and Latin American addresses)

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.



NOW AVAILABLE: HEROCERT™ MULTI-PURPOSE COVER PANTS

LION's new NFPA 1977 Certified Cover Pants are engineered for the unique needs of professional firefighters, ensuring safety, durability, and functionality in every situation. Whether you're responding to a medical call or working out between shifts, these cover pants provide the protection and comfort you need without compromise.

- ▶ **NFPA Certified** – Meet NFPA 1977 standards and are specifically designed for what you need on a medical call.
- ▶ **Durable Construction** – Built to withstand the rigors of the fire service with reinforced fabric and enhanced design elements.
- ▶ **Enhanced Fit & Comfort** – Gusseted crotch and foam padded knees provide increased mobility and comfort for demanding tasks.
- ▶ **Secure & Functional Design** – Angled fly closure with fastlock and LION-branded snap closures for secure and reliable performance.
- ▶ **Adjustable Fit for Functionality** – Bottom leg closure system with a take-up strap ensures a customizable fit for any scenario.

**INTRODUCING
HERO CERT!**

ANGLED FLY CLOSURE

FOAM PADDED KNEES

BOTTOM LEG VELCRO CLOSURE

NAUMD AWARD WINNER!

Order Now!

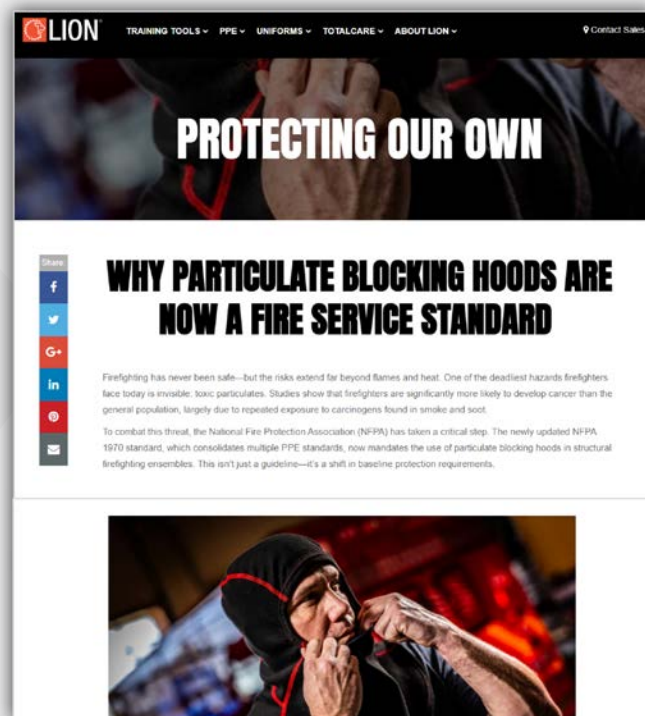
NEW ARTICLE: PROTECTING YOUR OWN

Why Particulate Blocking Hoods Are Now a Fire Service Standard

Firefighting has never been safe but the risks extend far beyond flames and heat. One of the deadliest hazards firefighters face today is invisible: toxic particulates. Studies show that firefighters are significantly more likely to develop cancer than the general population, largely due to repeated exposure to carcinogens found in smoke and soot.

To combat this threat, the National Fire Protection Association (NFPA) has taken a critical step. The newly updated NFPA 1970 standard, which consolidates multiple PPE standards, now mandates the use of particulate blocking hoods in structural firefighting ensembles. This isn't just a guideline it's a shift in baseline protection requirements.

[Read the Blog Post](#)



TAKE ACTION!

View our social post for an example of how you can share this article with your customers:

[Social Post Example](#)

NEW ARTICLE: WHY COOPERATIVE PURCHASING MAKES SENSE FOR FIRE DEPARTMENTS

For fire departments working under tight budgets, limited staffing, and strict procurement rules, finding the right equipment and services can be a challenge. Cooperative purchasing offers a smart, efficient way to save time, reduce administrative burden, and secure the best value all while staying compliant with purchasing regulations.

This blog breaks down how it works, which agencies support it, and how to help departments know if they already have access to cooperative contracts.

[Read the Blog Post](#)

TAKE ACTION!

Even when purchasing through cooperative contracts, local and regional distributors remain essential. Distributors provide:

- ▶ **Product expertise:** Recommending the right gear and configurations.
- ▶ **Local service and support:** Handling fittings, deliveries, and follow-up.
- ▶ **Customization:** Coordinating special requests or department-specific modifications.
- ▶ Co-op purchasing simplifies the contract and pricing process, but the distributor relationship ensures the right products and support for your department.

View our social post for an example of how you can share this article with your customers on social:

[Social Post Example](#)

NATIONAL INDUSTRY OBSERVANCES

MONTH

▶ **FIRE PREVENTION MONTH | October**

A month dedicated to raising fire safety awareness and helping protect homes and families.

WEEK/WEEKEND

▶ **SECURITY OFFICER APPRECIATION WEEK | Third Week of September**

Recognizes the in-house and contract security personnel you see patrolling stores, schools, concerts, banks, and other business.

▶ **CHIMNEY SAFETY WEEK | Oct 2-8**

The National Chimney Sweep Guild reminds homeowners to have an annual inspection by a professional chimney sweep.

▶ **FALLEN FIREFIGHTERS MEMORIAL WEEKEND | First Weekend in October**

Commemorates the volunteer and professional firefighters who, over the past year, have sacrificed their lives in the line of duty.

▶ **FIRE PREVENTION WEEK | Oct 5-11**

The National Fire Protection Association has announced that the theme of the 2025 Fire Prevention Week is “Charge into Fire Safety™: Lithium-Ion Batteries in Your Home.” The theme works to better educate the public on how to buy, charge, and dispose of lithium-ion batteries safely.

(Continued on next page)

NATIONAL INDUSTRY OBSERVANCES

DAY

- ▶ **PATRIOT DAY AND DAY OF SERVICE AND REMEMBRANCE | September 11**
In honor of the individuals who lost their lives on September 11, 2001.
- ▶ **POLICE WOMAN DAY | September 12** Honor and celebrate the women who serve in law enforcement across the nation.
- ▶ **UNIFORMS DAY | September 17**
Recognizes the people behind the uniforms who help make those uniforms possible.
- ▶ **THANK A POLICE OFFICER DAY | September 21**
Also known as, National Tell a Police Officer “Thank You” Day, celebrates police officers, with citizens letting them know how much they appreciate the work they do.
- ▶ **FIRE PUP DAY | October 1**
Recognizes the canine firefighters that have long been members of fire department.
- ▶ **COFFEE WITH A COP DAY | First Wednesday in October**
Dedicated to encouraging communication and positive interactions between law enforcement agencies and the public.
- ▶ **MANUFACTURING DAY | First Friday in October**
Celebrates those who proudly stand behind our goods and services in America.
- ▶ **HERO DAY | October 8**
Honors the real-life heroes who inspire us to be the best person we can possibly be.
- ▶ **FIRST RESPONDERS DAY | October 28**
Honor the men and women who act quickly when an emergency is at hand.

SOCIAL MEDIA MARKETING



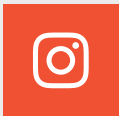
SOCIAL MEDIA ENGAGEMENT

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.



lionconnects
elbeco1907



lion_firegear
elbeco_uniforms



LION
elbeco1907



lionconnects



lion_protects



SOCIAL MEDIA HASHTAGS

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 POST CONTENT



Download Assets

REDZONE NOW AVAILABLE WITH MAGNETITE

Zip, Flip and Go! MagneTite™ Magnetic Closures are now available on LION RedZone™ turnout gear! When every second counts, get into the RedZone - now faster than ever.

#TurnoutGear #VForceAdvantage #LIONProtects #ReadyForAction



Download Assets

REDZONE PARTICULATE BLOCKING HOODS

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 poly fluorinated 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 poly fluorinated substances.

All three hoods are engineered to defend the most vulnerable areas, your head and neck, with no compromises.

Explore the full lineup: <https://bit.ly/400ueYF>

#RedZone #LIONProtects #ParticulateBlocking #FirefighterGear #ReadyForAction

SOCIAL MEDIA POST CONTENT



[Download Assets](#)

CBRN MT94 - RETHINK LEVEL A

The LION MT94™ is NFPA 1994 Class 1 certified, giving you Level A protection without the need for total encapsulation. That means less heat stress, faster don/doff, increased mobility, and better vision, all while keeping you safe from some of the world's toughest CBRN threats. Reduced load. No fogging. Increased glove dexterity. Long-lasting comfort in hot zone operations.

Learn More: <https://www.lionprotects.com/cbrn-mt94>

#RethinkLevelA #LIONProtects #ReadyForAction

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.



LION BRAND BEST USE PRACTICES

When using LION in text to promote our products in marketing communications and on your website follow the below best practices:

LION IN WRITTEN FORM

When the LION brand name appears in a text format it should always be represented in all capital letters. Do NOT refer to LION as “Lion Apparel” or “Lion Apparel, Inc.” in advertising, general internal emails, promotional materials, websites or signage.

WEBSITE BRAND PAGE LISTING EXAMPLES:

CORRECT:

LION
ELBECO

INCORRECT:

LION First Responder PPE Inc
LION Group
LION by Thorogood
LION StationWear
LION/Elbeco
LION Bullex

TAKE ACTION!

- ▶ Review marketing communications and website pages for usage of LION, LION by Thorogood, and Elbeco branding.
- ▶ Update the below areas to meet these best practices.

Websites:

- Brand listing pages
- 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 & Elbeco product pages

Marketing Communications:

- Social media copy
- Emails promoting LION
- Print & digital advertising

LION LOGO BEST USE PRACTICES

LION IN LOGO FORM

When using LION brand logos to promote our products in marketing communications, social media, advertising or on your website follow these best practices.

LION PRIMARY LOGO

When referencing LION as a brand or PPE, CBRN, Rescue Wear, Essentials.



LINE LOGO

In some instances, it may be preferable to use the logo without the red stamp. In those cases, the all-gray no stamp version of the logo is recommended.



REVERSE/WHITE LOGO

The white version of the logo should be used when the logo is placed on a black or other dark-colored background. A no-stamp reverse logo can be used in situation where the stamp version is not ideal.



NO-TAGLINE

The LION logo mark and logo font may be used alone without a tagline in the following applications:

- Product labeling
- Building/trade-show signage
- Branded merchandise for promotional purpose



LION LOGO INCORRECT USAGE

1. 
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10. 

WHAT NOT TO DO

1. Do not use the old LION corporate logo.
2. Do not change color of logo elements.
3. Do not use a gray stamp with gray logo text.
4. Do not change the color of the LION head stamp.
5. Do not place a logo with gray text on a dark colored background.
6. Do not set logo in alternate fonts or sizes.
7. Do not create outlines in the logo font.
8. Do not enclose the logo in other shapes.
9. Do not create patterns or backgrounds with the logo.
10. Do not distort the logo by adjusting proportions.

ELBECO LOGO BEST USE PRACTICES

ELBECO IN LOGO FORM

When using Elbeco brand logos to promote our products in marketing communications, social media, advertising or on your website follow these best practices.

ELBECO PRIMARY LOGO – Uniforms Only

When promoting LION's Elbeco NFPA certified and non-certified uniforms.



LINE LOGO

In some instances, it may be preferable to use the logo without the red stamp. In those cases, the all-gray no stamp version of the logo is recommended.



REVERSE/WHITE LOGO

The white version of the logo should be used when the logo is placed on a black or other dark-colored background. A no-stamp reverse logo can be used in situation where the stamp version is not ideal.



LION ORDER STATUS PORTAL

What Do You Need to Access?

LION Oracle Account Number and Dealer PIN Number

Where Can You Access the Portal?

- LION brand portal navigation menu

Dealer Tools

Having Trouble Logging In?

Contact our customer support team

Contact Us

What are the Benefits?

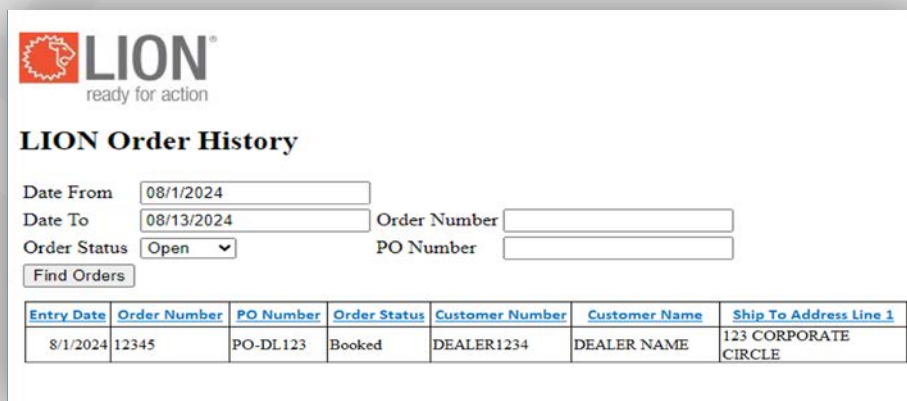
Get access to complete order history and individual order number tracking.

Complete Order History & Current Order Status:

- Search by Date, Order Status, Order Number, or PO Number
- Insights into Entry Data, Order Status & Ship to Address

Tracking for individual Order Numbers:

- Item & Description
- Order status
- Scheduled ship date
- Once shipped, view actual ship date & tracking number



The screenshot shows the LION Order History portal. At the top is the LION logo with the tagline 'ready for action'. Below the logo is the title 'LION Order History'. The interface includes search filters: 'Date From' (08/1/2024), 'Date To' (08/13/2024), 'Order Number' (empty field), 'Order Status' (Open dropdown), and 'PO Number' (empty field). A 'Find Orders' button is located below the filters. Below the filters is a table with the following data:

Entry Date	Order Number	PO Number	Order Status	Customer Number	Customer Name	Ship To Address Line 1
8/1/2024	12345	PO-DL123	Booked	DEALER1234	DEALER NAME	123 CORPORATE CIRCLE

SHARE YOUR STORY!

LION will review entries and build content & communications for dealers to leverage in presentations and marketing communications.

Who can submit?

- LION dealer partners
- End users first responders; police officers, firefighters, EMT, etc.

Submissions Examples:


- LE officer protected in shooting by LION boots from ricochet bullet
- American Legend helmet fit vs alternatives

[Submit A Story Here](#)

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


Story Topic Examples:

- Departments on-boarding LION or Elbeco products
- First responders who experienced the protection/performance of LION products first-hand in line of duty



WE VALUE YOUR EXPERIENCE WITH OUR PRODUCTS AND WOULD LOVE TO SHOWCASE YOUR STORY AS PROUD USER OF LION PRODUCTS AND SERVICE

Sharing your testimonial, images, and experiences not only allows us to showcase your story as a proud user of LION products and services but also plays a crucial role in promoting our brand and inspiring others to experience the excellence that LION has to offer. Your valuable feedback helps us continuously improve our products and services to better meet the diverse needs of our customers, ensuring that we deliver the highest quality and satisfaction.



LION Success Stories

At LION, we take pride in offering high-quality products and exceptional customer service to meet your needs and exceed your expectations. As a customer-focused brand, we value your experience with our products and would love to showcase your story as a proud user of LION products and services.

We invite you to share your experience with us by sending images and videos of your LION products in use. We encourage you to send images that showcase your team using our products so that we can showcase the impact LION has on those who use them.

By sharing your testimonial, images and experiences you can help us inspire others to experience LION. Your feedback can also help us to improve our products and services to meet the needs of our customers.

Name *

Company / Department *

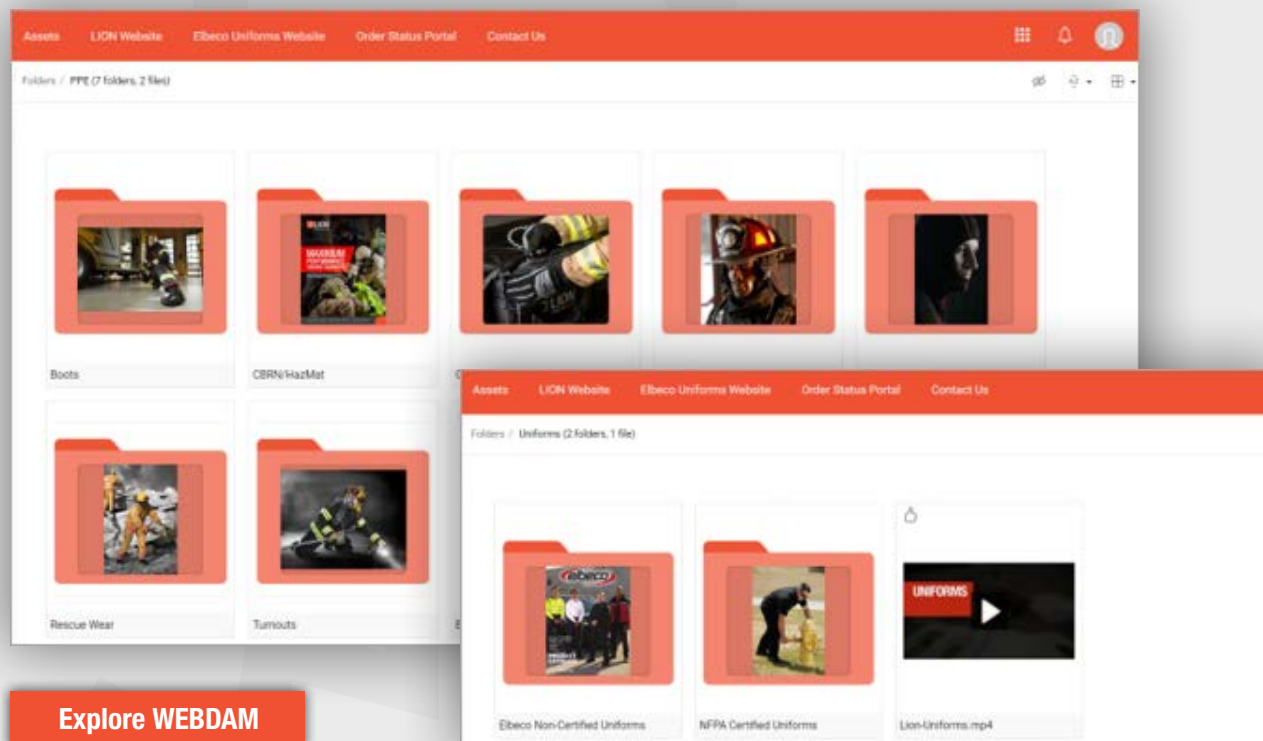
LION BRAND PORTAL: WEBDAM

Building your marketing plan and need access to content for communications planned to promote LION products?

Visit LION's brand portal for distribution partners to leverage content in building product landing pages, digital or print ads, or social and email communications.

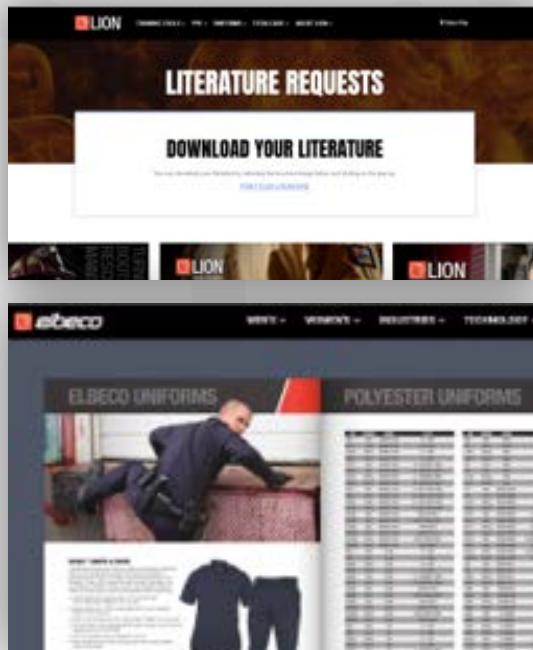
Unlock your access to:

- LION brand guides and logos
- Product imagery
- Sell sheet / literature PDFs
- Retail price lists
- Product marketing videos



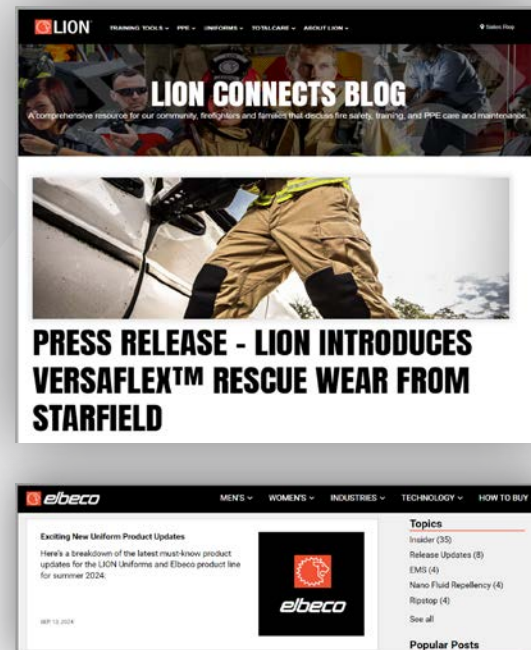
WEBSITE CONTENTS & RESOURCES

Visit lionprotects.com for product information and resources across PPE, Essentials and Elbeco certified and non-certified uniforms.



Product Literature & User Guides

- Literature PDFs and printed copy request form
- User Guides
- Elbeco product catalog



Articles & Blog Posts

- LION Connects Blog: lionprotects.com/blog
- Elbeco Blog: Elbeco.com/blog

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

drecker@lionprotects.com

