

DEALER MARKETING TOOL KIT

DECEMBER 2024

WHAT TO EXPECT



Key LION Updates and Industry Engagement Activities:

Stay informed about the latest developments at LION and our involvement in the industry.



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.



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.



Webinars and Events:

Discover upcoming webinars and events. These sessions are designed to provide valuable insights and training to help you better promote LION products.



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.

ONE LION

We are thrilled to introduce the inaugural 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.



**WE'VE GOT YOUR BACK:
BEFORE. DURING. AND AFTER.**



[Watch Video](#)

WELCOME TO THE FUTURE

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. 
- 2. 
- 3. 
- 4. 
- 5. 
- 7. 
- 8. 
- 9. 
- 10. 

WHAT NOT TO DO

- Do not use the old LION corporate logo.
- Do not change color of logo elements.
- Do not use a gray stamp with gray logo text.
- Do not change the color of the LION head stamp.
- Do not place a logo with gray text on a dark colored background.
- Do not set logo in alternate fonts or sizes.
- Do not create outlines in the logo font.
- Do not enclose the logo in other shapes.
- Do not create patterns or backgrounds with the logo.
- 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.





ENGAGEMENT IN THE INDUSTRY AND UPCOMING EVENTS



WORLD VIEW: BOMBERO BASH

September 5, 2024
Santiago, Chile

LION hosted its inaugural Bombero Bash: Ritmo y Rescate in Santiago, Chile! With over 150 firefighter attendees from across Latin America, the event was a massive success. From exciting giveaways and door prizes to hands-on experiences with LION products, our guests had the opportunity to explore the innovation and quality that define our brand. Together, we celebrated the hard work and dedication of firefighters and first responders across the region.



NFFF 9/11 MEMORIAL STAIR CLIMB

The **NFFF 9/11 Memorial Stair Climb** is a way to honor and remember the FDNY firefighters who selflessly gave their lives so that others might live on September 11, 2001. Each participant pays tribute to an FDNY firefighter by climbing the equivalent of the 110 stories of the World Trade Center.

Your individual tribute not only remembers the sacrifice of an FDNY brother, but symbolically completes their heroic journey to save others. Through firefighter and community participation, we can ensure that each of the 343 firefighters is honored and that the world knows we will never forget.

The Stair Climb funds the programs provided by the NFFF to support the families of your local fallen firefighters and the FDNY Counseling Services Unit.



“FIT FOR HER” INNOVATING TURNOUT GEAR FOR FEMALE FIREFIGHTER’S SAFETY



“Fit For Her – Innovating Turnout Gear for Female Firefighters’ Safety and Performance” webcast was in October. This was an important discussion on improving the safety, comfort, and performance of female firefighters through better-fitting personal protective equipment (PPE).

Missed the live webinar in October?

[Watch a Replay](#)

Here are additional resources to deepen your understanding of the challenges and innovations in female firefighter PPE:

2020 Critical Review of Female Firefighter PPE Challenges

Explore an in-depth review of the issues surrounding current PPE designs for female firefighters and the urgent need for better-fitting solutions.

[Read the Review](#)

2023 Female Firefighter PPE Exposure Article

This article examines recent findings on PPE exposure risks for female firefighters and highlights the importance of designing gear that mitigates these hazards.

[Access the Article](#)

2022 NFPA Webinar on Female Firefighter PPE

Watch a detailed investigation into the design, comfort, and mobility issues faced by female firefighters, presented in this NFPA webinar.

[View the Webinar](#)

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE (IACP) ANNUAL CONFERENCE

Thanks for visiting us in Boston!

Elbeco recently participated in the International Association of Chiefs of Police in Boston, MA. The LION Uniforms team showcased our newest innovations and popular products to meet the needs of today's law enforcement professionals.

Attendees also previewed Elbeco's special edition pink polo supporting Breast Cancer Awareness Month.

Don't miss the chance to connect with us next fall for IACP 2025 in Denver, CO.



WHAT'S NEW?

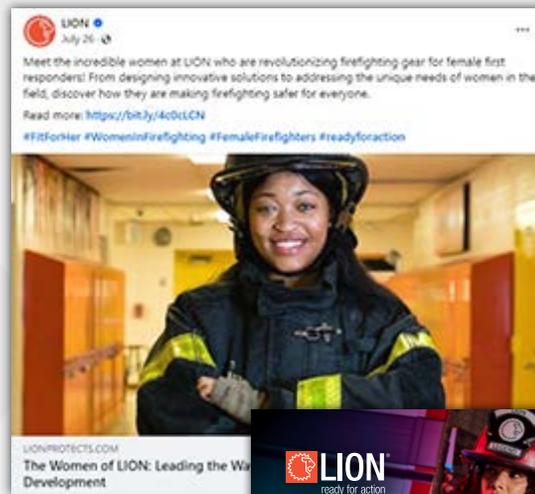
Get an exclusive, inside look at what's new from LION that you can incorporate in to your marketing communication plans:

- Campaigns
- Product Launches & Updates
- Marketing Programs



“FIT FOR HER” CAMPAIGN IN FULL FORCE

The Fit For Her marketing campaign aims to promote the awareness and adoption of properly sized turnout gear and uniforms for female first responders. It emphasizes the significance of proper fit, comfort, and mobility, highlighting the unique sizing needs of women in these demanding roles. The campaign uses a mix of content marketing, social media engagement, email marketing, and targeted advertisements to reach decision-makers in fire departments, law enforcement agencies and female firefighters and police officers directly.



“FIT FOR HER” CAMPAIGN OBJECTIVES



Educate about the importance of gender-specific gear.



Promote the benefits of our tailored turnout gear and uniforms for women.



Engage with fire departments, law enforcement agencies, and female first responders to gather feedback and foster community.



Increase sales of female-specific gear by showcasing its direct impact on performance and safety.

[READ ALL ABOUT IT](#)

Learn about the female leaders behind the development of LION products. They are leading the way with tailored designs for all female body types.

AMERICAN HONOR™ HELMET

LION's new American Honor™ fire helmet offers traditional protection in a modern style. The low-profile and lighter-weight design keeps the stress load down, yet still provides the same “heavyweight” protection when it comes to taking a hit.

What Sets American Honor™ Apart?

- Heavy-weight protection with a modern, low profile design
- Impact-resistant matte finish
- Center of Gravity adjustment
- QuickClean™ soft goods standard
- Various NFPA 1971 eye protection options

Everything You Need to Launch

Access LION's brand portal - WEBDAM - for ready-to-go marketing communications as well as product content to launch on your website.

[Access Your Tool Kit](#)



Train-Up on Our New Helmet

View this on-demand training to get all the details on LION's American Honor helmet and feel confident promoting with your customers.

[Access Training](#)

What's New

NEW ELBECO HEROGUARD™ & HEROSHIELD™ CERTIFIED UNIFORMS

LION's NEW Elbeco HeroGuard™
& HeroShield™ Uniforms are
now shipping!

Place your orders today. Our Certified uniforms are specifically designed for activities performed by professional firefighters and paramedics. Engineered for easy maintenance and durability, these NFPA 1975-compliant uniforms feature enhancements for improved comfort and functionality.

- ▶ Enhanced fit and features make these uniforms more comfortable and durable.
- ▶ NFPA-complaint fabric offers an extra layer of protection as part of your PPE system.

Click below and learn more!

[HeroGuard](#)

[HeroShield](#)



What's New

TAKE ACTION: ACCESS YOUR MARKETING TOOL KIT



The following resources are available for the new NFPA Certified Uniforms:

- ▶ Wholesale Pricing
 - Includes estimated on shelf timing
 - Level pricing to be sent separately
- ▶ Comparison SKU Chart with Existing LION Styles
- ▶ Sizing Conversion from Existing LION Styles
 - Male
 - Female
- ▶ HeroGuard Product Flyer
- ▶ Action Photography
 - Fire
 - EMS
- ▶ HeroGuard Features Video (Limited Styles)
- ▶ Certified Uniform Product Images

[Download Your Tool Kit](#)

[Download Video](#)

ELBECO MEN'S UFX POLOS NOW AVAILABLE IN TALL SIZES

You asked and we answered, tall sizes are now available for our Elbeco men's polos, ensuring a precise fit with extra length in the body and sleeves. These polos offer enhanced comfort and a professional appearance, tailored specifically for taller frames.

SKU numbers available in tall sizes:

SHORT SLEEVE POLO		LONG SLEEVE POLO	
SKU	COLORS	SKU	COLORS
K5130	White	K5141	Black
K5131	Black	K5144	Navy
K5134	Navy	K5148	Grey
K5138	Grey		
K5139	French Blue		
K5152	Royal Blue		



What's New

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.



LION CONNECTS BLOG HIGHLIGHT

In case you missed it, brush up on the array of materials used in LION turnout gear in this blog article and share it with your customers.



Share:



Posted by: Hayley Tincu | June 15, 2024

As new textile and material technologies become available to manufacturers of structural firefighting gear, LION strives to remain at the cutting edge of bringing the newest innovations to the market.

We'd like to provide an update on some important facts regarding the array of materials we use in our turnout gear, specifically concerning PFAS (Per- and polyfluoroalkyl substances), which has been an ongoing topic of interest, as well as point out areas of consideration for fire departments considering evaluating these new technologies and materials for their firefighters.

We encourage interested fire departments to wear-test all new products before purchase to evaluate breathability, durability, and other performance criteria required by each department's risk assessment.

[READ ALL ABOUT IT](#)

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



NATIONAL INDUSTRY DAYS

Consider these national industry relevant days to help develop content and social media ideas to engage with your customers:



▶ NATIONAL LAW ENFORCEMENT APPRECIATION DAY

January 9, 2025

A day to show officers how much we appreciate their sacrifices and the risks they take every day while on the job.



▶ NATIONAL CANCER PREVENTION MONTH

Month of February 2025

A month to raise awareness about cancer prevention and early detection. Firefighter are at a higher risk for cancer than the general public. 66% of line-of-duty deaths are from cancer.



▶ NATIONAL BURN AWARENESS WEEK

Week of February 2-8, 2025

The American Burn Association raises awareness by promoting burn prevention through educators.

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 POSTS



SOCIAL MEDIA POST EXAMPLES

LION is committed to provide our distribution partners with content to enhance your marketing communication plans. To help promote LION products ready to use content is available below or use the examples as starting points to build your own.



TRADITIONAL PROTECTION. MODERN STYLE

LION's new American Honor™ fire helmet offers traditional protection in a modern design. Available with various NFPA 1971 eye protection options, the low-profile and lighter-weight design keeps the stress load down, yet still provides the same “heavyweight” protection when it comes to taking a hit. Strong. Light-weight. Comfortable. Choose LION to keep you ready for action.

#LIONgear #LIONprotects

[Download Helmet Assets](#)



HEROGUARD: UNIFORMS DESIGNED TO TAKE THE HEAT

LION's Elbeco HeroGuard™ certified uniforms are specially designed for the demanding work of professional firefighters and paramedics. Crafted with DuPont™ Nomex® IIIA and NFPA 1975-compliant, these uniforms are built to withstand tough conditions while providing comfort to those who always have to be ready for action. Perfect for those who put safety first.

#HeroGuard #LIONgear #LIONprotects

[Download HeroGuard Assets](#)

SOCIAL MEDIA POST EXAMPLES (CONTINUED)



PINNACLE JACKET: WHATEVER THE WEATHER, WE'VE GOT YOUR BACK!

The Pinnacle Jacket and Pinnacle Storm Shirt feature 4-way stretch fabric technology for maximum mobility and comfort. The windproof, waterproof, and breathable shell provides extremely lightweight protection for wet and windy conditions.

#elbeco #LIONprotects

[Download Pinnacle Assets](#)



CX360: RELIABLE PERFORMANCE WHEN IT COUNTS MOST

Our award-winning CX360 series is designed to move the way you do. Crafted with Nanospun, 4-way stretch polyester for superior comfort and durability, it is wrinkle-resistant, lightweight, and non-absorbent. It's designed to handle the toughest conditions while maintaining a sharp, professional appearance.

Stay dry with its Nano Fluid Repellency and enjoy the flexibility of underarm mesh vents that keep you cool and comfortable. Recognized with the 2021 NAUMD Award for Best Garment Innovation/Comfort, this uniform sets a new standard for excellence.

#elbeco #LIONprotects

[Download CX360 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.



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
- dealertools.lionprotects.com/Default.aspx

Having Trouble Logging In?

Contact our customer support team at customersupport@lionprotects.com

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'. There are search filters for 'Date From' (08/1/2024), 'Date To' (08/13/2024), 'Order Number', 'Order Status' (Open), and 'PO Number'. 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!

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

Examples of Submissions Received:

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

Submit a Story: [Lionprotects.com/success-stories](https://lionprotects.com/success-stories)

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

SHARE YOUR SUCCESS STORIES

SHARE YOUR EXPERIENCE WITH OUR PRODUCTS AND WOULD LOVE TO USE YOUR STORY AS PROUD USER OF LION PRODUCTS AND SERVICES

Testimonial, images, and experiences not only allows us to showcase your story as a proud user of LION products and services but also helps us improve our brand and inspiring others to experience the excellence that LION has to offer. Your valuable feedback helps us continuously improve our products 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 *

Product Line *

Which LION product and/or services are you currently using?

Select

LION BRAND PORTAL: WEBDAM

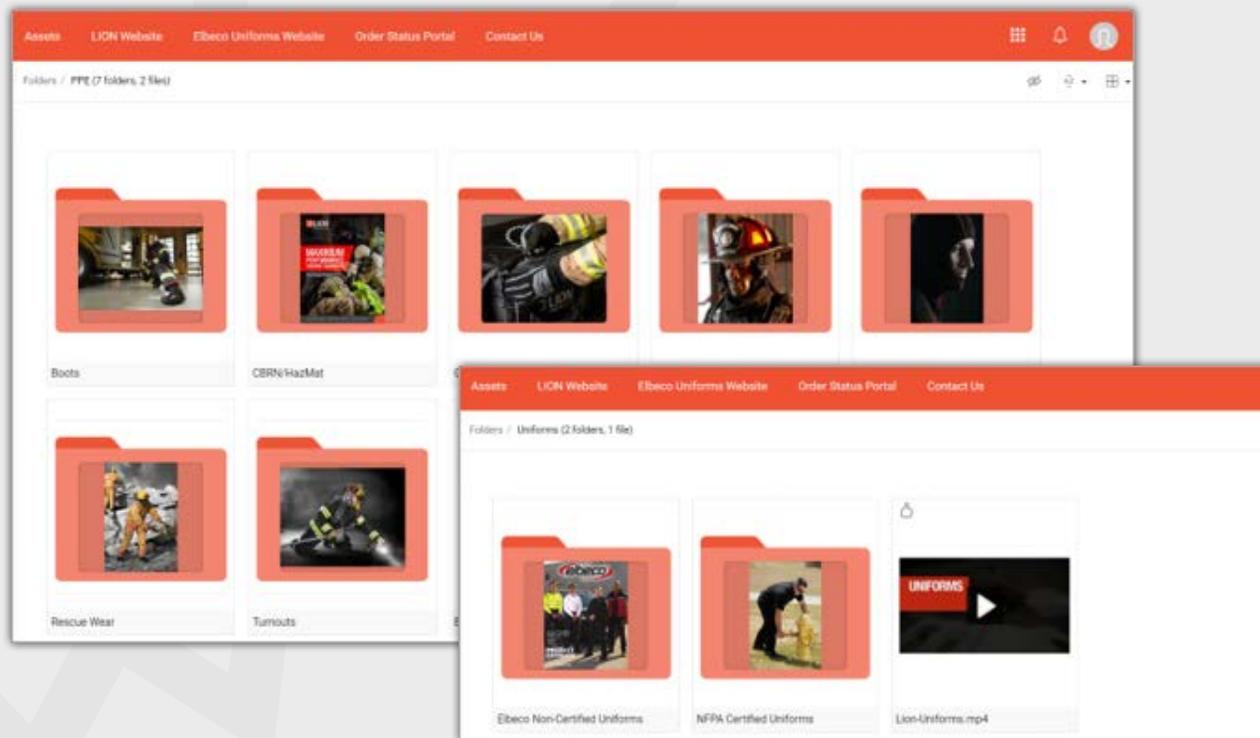
Building your marketing plan and need access to content for communications planned to promote LION products?

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

Explore WEBDAM



WEBSITE CONTENTS & RESOURCES

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

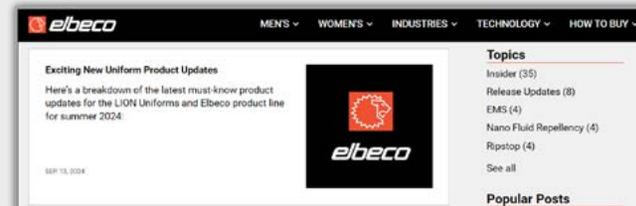
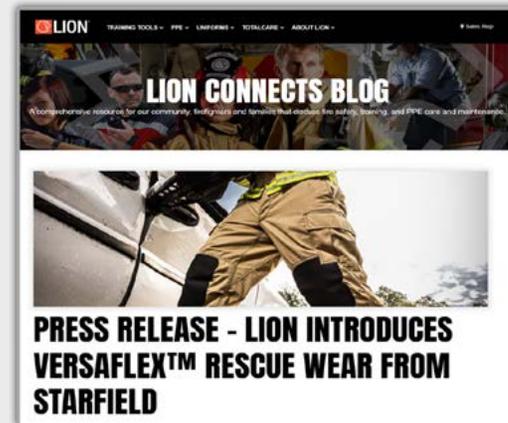
Product Literature & User Guides

- 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](https://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

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LION Identity & Protection Systems

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