



DEALER MARKETING TOOL KIT

JUNE 2025

WHAT TO EXPECT



Recent Awards & Competition Wins:

Our award-winning products set the standard for innovation, combining cutting-edge technology with unmatched quality. Check out the winners.



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.



LION Updates and Industry Engagement Activities:

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



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 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.

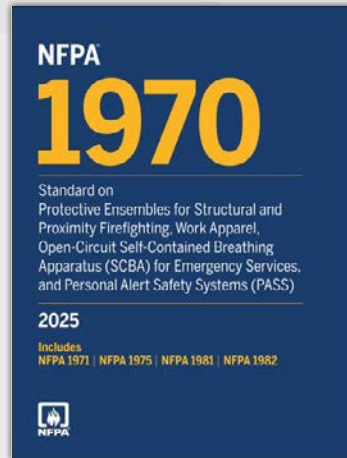


NFPA 1970 UPDATES FROM LION

As we have been communicating, the new NFPA 1970 has been published and combines 1971, 1975, 1981, 1982 into one document now called NFPA 1970.

The current published implementation date is September 17, 2025, however there is a TIA (Tentative Interim Amendment) in process that could move that date to March 17, 2026.

LION is in the process of certifying all our Structural and Proximity Firefighting and Station Work Uniform products to the new standard. The supply chain and LION's testing and certification is in process and has been for several months. We expect varying implementation and production conversion dates based on product line. We will communicate when you can expect to see product labeled to the new NFPA 1970 as the manufacturing transition times become clearer.



As a reminder the following are some of the key updates to the requirements in the new NFPA 1970:

- ▶ Resistance to Evaporative Heat Loss testing (RET) testing in addition to THL for garments as an additional measure for heat stress
- ▶ Changes to test requirements applied to garment moisture barriers to allow alternate technologies
- ▶ Report only requirements for flame performance of garment outer shell after diesel fuel exposure
- ▶ Intrinsic safety requirements for all elements containing electrical circuitry
- ▶ Restricted substance limits for all elements
- ▶ Optional labeling for PFAS content for all elements
- ▶ Requirement for removable soft goods for helmets (ease of laundering)
- ▶ Particulate blocking hoods are mandatory
- ▶ Hood seams to be tested for particulate blocking efficiency as well as hood material.

Additional Resources:

- ▶ [Urban Fire Forum Position Statement](#)
- ▶ [NFPA Journal Article: Consequential Changes to Firefighter PPE](#)



RECENT LION AWARDS & COMPETITION WINS



RECOGNITION NEWS: 'FIT FOR HER' CAMPAIGN AMA PINNACLE AWARD

We are excited to share that LION was recognized at this year's 2025 American Marketing Association (AMA) Pinnacle Awards (Cincinnati chapter) for this year's Best Inclusive Marketing Campaign for our "Fit for Her" campaign! The AMA's Pinnacle Awards recognize and celebrate marketing excellence in areas like strategy, creativity, tactics, and results. This award category recognizes marketing campaigns that prioritize inclusivity by including diverse voices, cultures, and perspectives.

LION's "Fit for Her" campaign is dedicated to enhancing the safety, comfort, and performance of female first responders. Recognizing the challenges posed by ill-fitting gear, the campaign focuses on providing awareness of LION's firefighting gear, uniforms and other products specifically tailored to the unique proportions of women and are developed and designed by the female leaders of LION. The campaign also emphasizes collaboration with female first responders to ensure their feedback is heard and considered during the product development process. It's a great example of addressing inclusivity and functionality in the traditionally male-industries of law enforcement and the fire service.



RECOGNITION NEWS: HEROCERT™ COVER PANT WINS NAUMD INNOVATION AWARD

LION proudly announces our newly launched Elbeco HeroCert™ cover pant has recently been awarded the 2025 National Association of Uniform Manufacturers and Distributors (NAUMD) Innovation award.

The Elbeco HeroCert™ cover pant was selected for its forward-thinking design and advanced protective features that address the evolving need of firefighters and emergency response personnel. The HeroCert™ cover pant represents a new standard in secondary protective garments:

- ▶ Bridges the gap between durable turnout gear and functional EMT uniforms.
- ▶ Offers turnout-level strength and certification-ready performance while delivering versatility, in a lightweight, ergonomic package.
- ▶ Designed through extensive wear testing and end-user input.
- ▶ Allows first responders to tackle emergencies without risking damage to costly gear.

NAUMD Innovation Awards recognize excellence encouraging advancements in design, functionality, and sustainability. The awards raise awareness of the importance of forward-thinking products that improve safety comfort and performance for uniformed professionals in various sectors, including public safety, corporate environments, and more.



TAKE ACTION!

Access marketing tools available to promote the HeroCert™ Cover Pants on page **18**.

RECOGNITION NEWS: 'COOLEST THING MADE IN KENTUCKY' CONTEST

LION V-Force Turnout Gear was recently awarded the champion title of the 2025 Coolest Thing Made in Kentucky contest. Governor Beshear congratulated LION on winning and thanked LION for its commitment to the state and spoke with pride of the Kentucky-made gear that keeps first responders safe.



TAKE ACTION!

Share these award communications in marketing efforts or department presentations to promote credibility of the products available from your company.



RECENT & UPCOMING INDUSTRY EVENTS & ENGAGEMENT ACTIVITIES



LION ATTENDS NATIONAL POLICE FUND RECEPTION & VIGIL

During National Police Week, which occurred May 11 – 17, 2025, LION was proud to participate as a sponsor for the National Law Enforcement Officers Memorial Fund (NLEOMF) reception where members of the NLEOMF Board, elected officials, and others gathered to connect. The reception was followed by the National Law Enforcement Memorial 37th Annual Candlelight Vigil in Washington, D.C., honoring 345 fallen law enforcement officers from across the country who have been added to the Memorial.

Each year, these events, held during “Police Week,” are significant for many families, friends, and colleagues who have lost loved ones in law enforcement. In total, there are 24,412 names engraved on the National Law Enforcement Officers Memorial (NLEOM) honoring those who have been killed in the line of duty.

To learn more about the National Law Enforcement Officers Memorial Fund or to make a donation, please visit their website.

[Learn More & Make a Donation!](#)



Photos courtesy of nleomf.org

FIREFIGHTER CHALLENGE SERIES

LION is proud to sponsor The LION's DEN for the Firefighter Challenge Series! Earning membership 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.

SCHEDULE

- ▶ **Midwest Regional**
June 19-21, 2025 - St. Paul, Minnesota
- ▶ **South East Regional**
July 1-3, 2025 - Birmingham, Alabama
- ▶ **North East Regional**
August 21-23, 2025 - Erie, Pennsylvania

The LION's Den Champions

TAKE ACTION!

Learn more about LION's Racing Gear for Firefighter Challenge participants on page **22**.



ANNUAL TACTICAL OPERATIONS & PUBLIC SAFETY CONFERENCE

JUNE 9-13, 2025

At the 38th Annual Tactical Operations and Public Safety Conference, First Responders have options of attending sessions like Active Shooter, Defensive Tactics, Canine/K9 and Patrol along with many more. The conference is structured to provide Training for Every Office, Every Role, Every Day. On June 10th, joining over 350 companies for this one-day vendor show, LION will showcase CX360, Reflex, UFX polos. You don't want to miss visiting us!



[Learn More!](#)

INTERNATIONAL HAZARDOUS MATERIALS RESPONSE TEAMS CONFERENCE (HAZMAT)

JUNE 12-15, 2025

This four-day event includes the latest training, updated practices and topics covering all aspects of Hazmat. Examples of class topics and objectives include Bio-threat response and sample collection, Field detection of pesticides, Incident management best practices, Recognition of homemade WMDs and Chemical and physical properties of hazardous materials to name a few.

In the Exhibit Hall, our LION team looks forward to sharing more about our CBRN protective clothing with both the MT94 and ERS garments on display for conference attendees. Stop by and see us!



FBINAA NATIONAL ANNUAL TRAINING CONFERENCE

AUGUST 2-5, 2025

The FBINAA (FBI National Academy Associates) is a nonprofit membership organization whose mission is dedicated to impacting communities by providing and promoting law enforcement leadership through training and networking. Designed around your professional development, networking, and training needs, this conference has something for everyone!

LION is excited to participate again in this years conference. Our team looks forward to sharing our core uniform products including UFX, CX360, Reflex and Shield outerwear.



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



NEW: REDZONE™ STEDAIR® & NOMEX® PARTICULATE-BLOCKING HOODS

With our expanded offering of hood options that provide particulate-blocking technology with no intentionally added per-or polyfluorinated substances, you can meet your customers' needs to stay compliant with the updated NFPA 1970 Standard planned to go into effect later this year.

NEW! REDZONE StedAir® PREVENT Clear Hood

Exclusive, first-to-market with StedAir PREVENT CLEAR particulate blocking technology with no intentionally added per-or-polyfluorinated substances.

NOW AVAILABLE! REDZONE Nomex® Nano Flex Hood

Single-layer construction with DuPont Nomex Nano Flex material and no intentionally added per-or-polyfluorinated substances keeping it lightweight while still providing outstanding contaminant protection, wash after wash.

REDZONE StedAir® PREVENT Hood

Two-Layer construction with LION StedAir PREVENT designed for ease of movement, flexibility, and unobstructed hearing. Features ultra-soft, flame-resistant material for maximum comfort and protection. Air-permeable to help manage core temperature and heat stress.

[Watch Video](#)[Access Presentation](#)[View Marketing Content](#)

V-FORCE® LEATHER STRUCTURAL FIRE GLOVES

The V-Force® glove brings the innovative design and craftsmanship of LION's turnout gear to the structural firefighting glove providing breathable protection, all while meeting or exceeding NFPA 1971 standards.

Advanced Lining & Premium Moisture Barrier

The Kovenex lining provides exceptional heat protection and enhanced wet donning and doffing while the Gore CROSSTECH with film technology moisture barrier delivers breathable protection from liquids, optimizing comfort in challenging conditions.

Oversized Pull Tab for Easy Donning

Facilitates quick, secure donning and doffing.

Enhanced Grip and Durability

Reinforcement panels on the palm enhances grip and thermal protection, ensuring a stronger, more controlled hold.

3-D Pattern Design for Natural Fit

Mimics the hand's shape to support fluid movement and reduce stress and fatigue. Pre-curved fingers and an ergonomic thumb design offer improved dexterity and comfort for extended wear.



[Learn More!](#)

[View Marketing Content](#)

HEROCERT™ NFPA 1977-CERTIFIED 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.



[Learn More!](#)

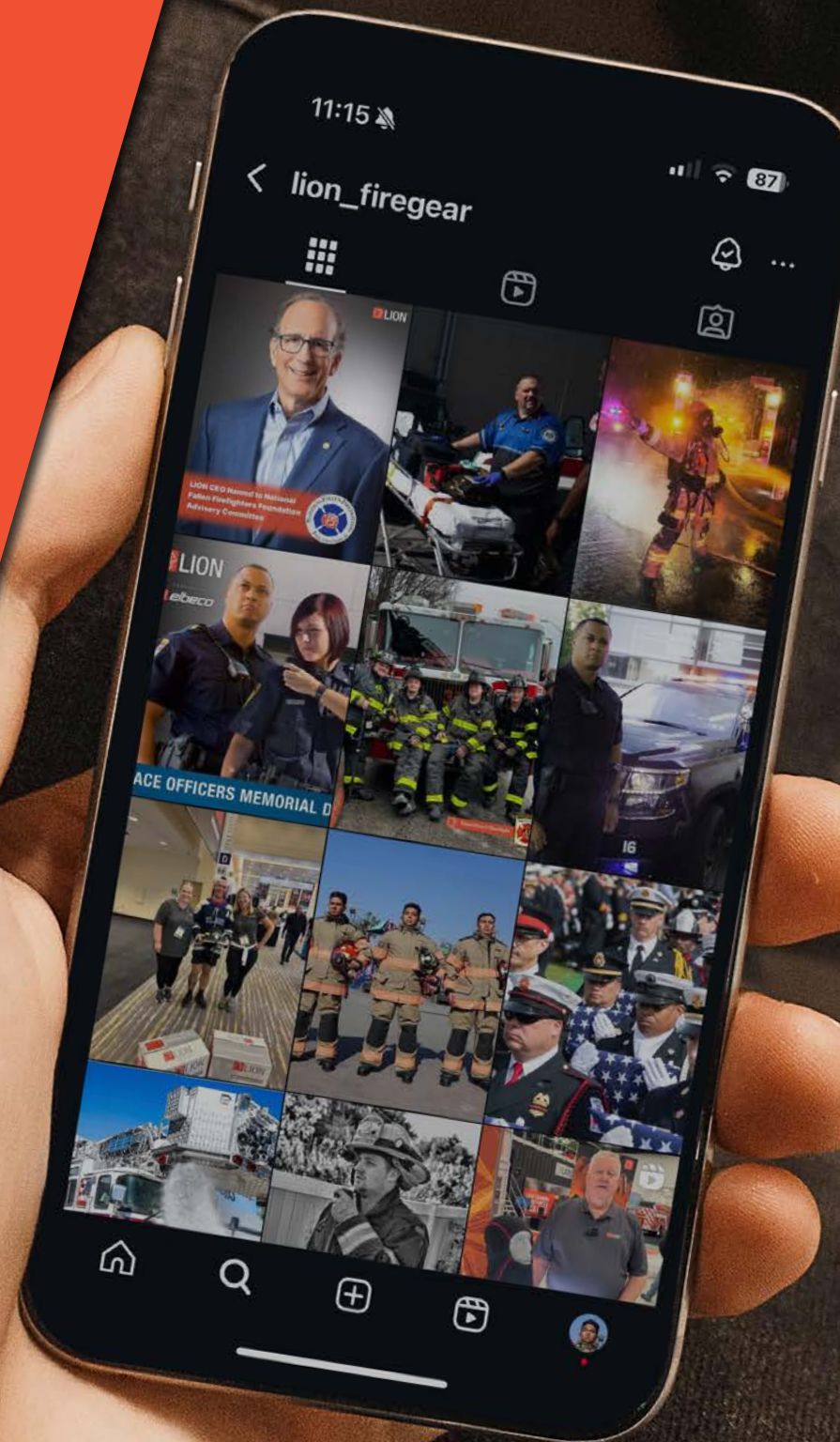
[View Marketing Content](#)

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.



UPDATED ELBECO CATALOG NOW AVAILABLE!

Here's your exclusive first look at the updated LION catalog for Elbeco uniform products, including NFPA-certified and non-certified offerings!

What's New?

- ▶ The Elbeco catalog features all of the trusted products you have come to love such as CX360™, Reflex and TexTrop2™ uniforms, UFX™ polos and Shield™ outerwear.
- ▶ The 2025 edition features the new line of NFPA-Certified uniforms and pants now available!
- ▶ HeroGuard™ Nomex NFPA-Certified Uniforms
- ▶ HeroShield™ 100% Cotton NFPA-Certified Uniforms
- ▶ HeroCert™ NFPA-Certified Cover Pants
- ▶ Contact your LION Uniforms Distribution Sales Manager to learn more about all the Elbeco products featured in this year's catalog or if you would like to request printed copies of the catalog.

[Download Catalog \(English\)](#)[Download Catalog \(Spanish\)](#)[View Digital Catalog](#)

NEW ARTICLE: THE V-FORCE® ADVANTAGE

Why Mobility Matters

You're an Occupational Athlete. You move fast, life heavy, crawl low and climb high. Your gear should move with you – not against you.

LION's V-Force turnout gear is built for real-world fire ground movement, combining athletic mobility with serious protection. Cut-In-Motion design, V-Fit ergonomics, and IsoDri® tech keep you lighter, drier, and ready for anything.

Move smarter. Stay protected. Perform at your best.

When the call comes in, there's no time for hesitation. Every second counts, every motion matters. That's why LION built the V-Force turnout gear to match the demands of the Occupational Athlete – you.

You don't just fight fires. You climb, crawl, lift, drag, carry, break through, and rescue. You're constantly moving in high-stress, high-risk environments. And if your gear doesn't move with you, it holds you back. That's where the V-Force difference comes in.

[Read Blog Post](#)[Watch Video](#)

THE FIREFIGHTER CHALLENGE IS ON!

MEET COMPETITORS' NEEDS WITH LION'S CHALLENGE RACING GEAR

LION's racing spec turnout gear is engineered for Firefighter Challenge competitors, blending high-performance sports and military technology.

- ▶ Patented V-Force® V-Fit™ design that moves like you do
- ▶ Gear composites selected for strength flexibility and breath-ability
- ▶ Head-to-toe options from LION essentials to help racers perform their best

LION's racing gear provides challenge participants a lighter weight option and reduces wear and tear on department gear.

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



NATIONAL INDUSTRY OBSERVANCES

MONTH

► **NATIONAL SAFETY MONTH | June**

Individuals and organizations participate by making efforts to reduce the leading causes of unintentional injury and death at work, on the road, and in homes and communities.

WEEK/WEEKEND

► **NATIONAL WILDLAND FIREFIGHTER WEEK OF REMEMBRANCE | June 30 - July 6**

Honor those men and women who lost their lives battling wildland fires.

► **NATIONAL EMS WEEKEND OF HONOR | July 18-20**

Remember and honor those emergency medical services personnel who have died in the line-of-duty and to recognize the ultimate sacrifice each made for his fellow man.

DAY

► **NATIONAL TAILORS DAY | June 5**

Honors tailors and their craftsmanship, particularly the work of Elias Howe, an American inventor who is credited with the invention of the sewing machine.

► **NATIONAL WILDLAND FIREFIGHTER DAY | July 2**

Honors the dedicated personnel who coordinate their efforts to protect the nation's wildlands.

► **NATIONAL PET FIRE SAFETY DAY | July 15**

Reminds us to consider our pets when planning fire routes and safety in our homes.

► **NATIONAL WORLD RANGER DAY | July 31**

To commemorate Rangers killed or injured in the line of duty and to celebrate the work they do to protect the planet's natural treasures and cultural heritage.

(continued on next page)

NATIONAL INDUSTRY OBSERVANCES

DAY

▶ **NATIONAL NIGHT OUT | August 5**

A community-wide event focused on building relationships between neighbors and law enforcement, as well as promoting crime prevention and safety awareness.

▶ **WORLD LION DAY | August 10**

Dedicated to raising awareness and support for the conservation of lions.

▶ **INTERNATIONAL DAY OF MEDICAL
TRANSPORTERS | August 26**

Recognizes and celebrates the vital role of medical transporters.

▶ **NATIONAL DOG DAY | August 26**

Celebrates all dogs and encourages adoption.

SOCIAL MEDIA MARKETING



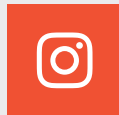
SOCIAL MEDIA ENGAGEMENT

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



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](#)

V-FORCE® - BUILT TO MOVE LIKE YOU MOVE

With contoured sides and optimized seam placement, LION's V-Force® Cut-In-Motion™ design distributes weight evenly and reduces hot spots from SCBA straps.

This is not your standard turnout gear. This is tactical design in motion.

LION V-Force: A cut above.

#TurnoutGear #VForceAdvantage #OccupationalAthlete
#LIONProtects #ReadyForAction



[Download Assets](#)

V-FORCE® PANTS. YOUR FIT - YOUR WAY.

Whether you need lumbar support, a low-rise fit, or a high back extension, V-Force® offers pant styles to match every firefighter's build and role.

- Belted
- Ultra Low-Rise
- Lumbar Support
- High-Back
- Harness-Ready

Gear that fits the job - and the person doing it.

#TurnoutGear #VForceAdvantage #OccupationalAthlete #LIONProtects #ReadyForAction

SOCIAL MEDIA POST CONTENT



[Download Assets](#)

V-FORCE®: MOBILITY WHERE IT MATTERS

LION V-Force® turnout gear is built with V-Fit™ technology that includes ergonomically shaped knees and elbows that move like your body does - no tugging, no restrictions. Climb. Crawl. Lift. Repeat. Because your gear should work as hard as you do.

#TurnoutGear #VForceAdvantage #OccupationalAthlete #LIONProtects
#ReadyForAction



[Download Assets](#)

BEAT THE HEAT. STAY SHARP. STAY FRESH.

Hot shifts and long days don't stand a chance against our summer-ready UFX™ Polos! Our gear is made to keep you cool, dry, and ready for action.

Why It Works:

- Nano Wicking technology pulls moisture away from the body for quick-dry comfort
- Antimicrobial technology prevents the buildup of odor-causing bacteria
- Enhanced flex underarm mesh vents increase ventilation and range of motion

You don't need to sacrifice comfort for a professional appearance. This is gear built for the heat and designed for the men and women who never slow down.

Ready for summer? Upgrade your warm-weather wardrobe: www.tinyurl.com/ycxhbsrt
#UFXPolo #LION #Elbeco #ReadyForAction

SOCIAL MEDIA POST CONTENT



[Download Assets](#)

INTRODUCING HEROCERT™ COVER PANTS – THE FUTURE OF FIREFIGHTER PROTECTION

LION's new NFPA 1977 Certified HeroCert™ Cover Pants are built for the demands of the fire service—delivering unmatched safety, durability, and functionality in every scenario. Whether responding to an emergency or staying ready between shifts, HeroCert™ provides the protection you need without compromise.

- Engineered for Performance: Gusseted crotch & foam-padded knees for mobility
- Secure and Reliable Fit: Angled fly closure with fastlock and LION-branded snaps
- Optimized for the Job: Cargo pockets with utility and drainage features
- Built for Protection: High-performance FR fabric for superior fire resistance

Experience the next evolution in firefighter gear: www.tinyurl.com/3v9vpxmh
#HeroCert #LIONProtects #FirefighterSafety #ReadyForAction



[Download Assets](#)

UNIFORMS THAT ARE FIT FOR HER

Designed by women, for women — our first responder uniforms aren't just re-sized men's gear. They're built from the ground up to meet the real needs of the women who protect and serve every day.

- Engineered for comfort, mobility & durability
- Tailored fit without compromise
- Specialized features such as contoured waistband with side elastic for a personal fit

Because every first responder deserves a uniform that works as hard as she does. See our female uniforms www.tinyurl.com/rkjbuuan
#LION #Elbeco #Fit4Her #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.



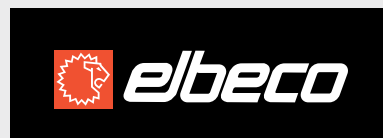
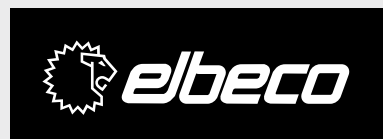
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REVERSE/WHITE LOGO

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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

**LION**
ready for action

LION Order History

Date From

Date To

Order Number

Order Status

PO Number

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 *

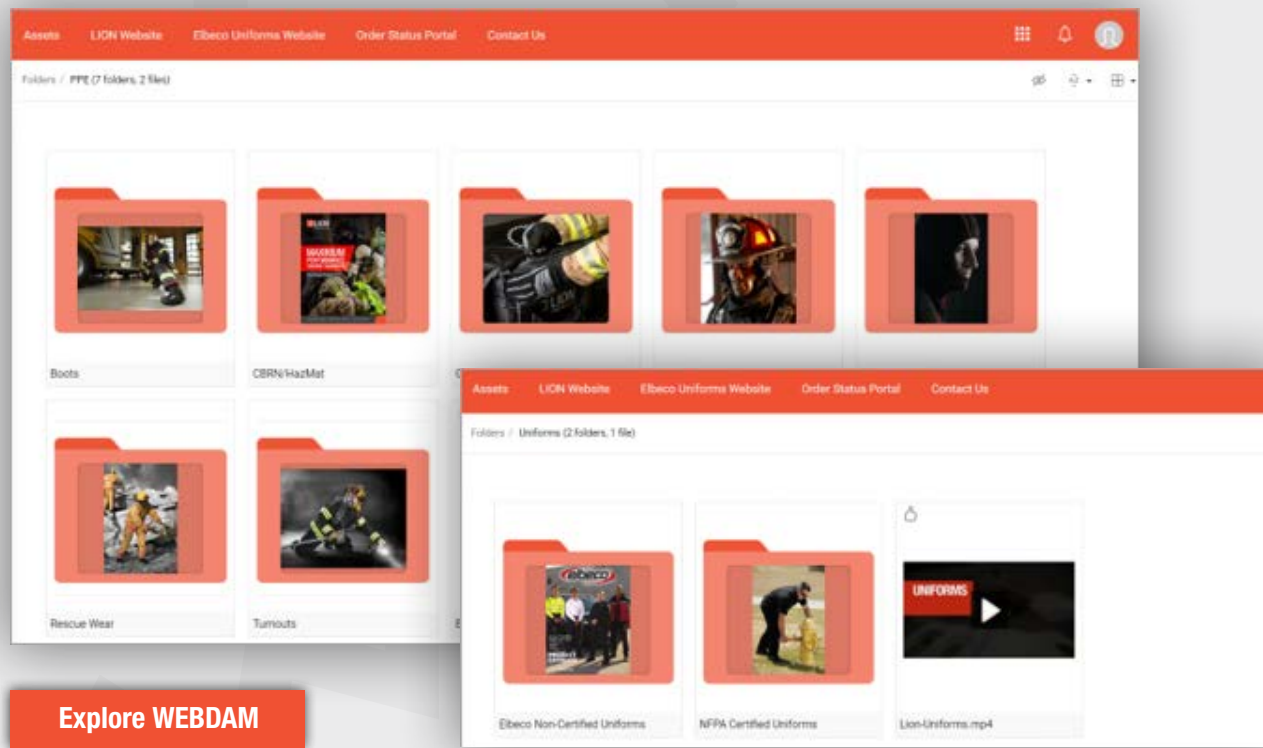
LION BRAND PORTAL: WEBDAM

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.

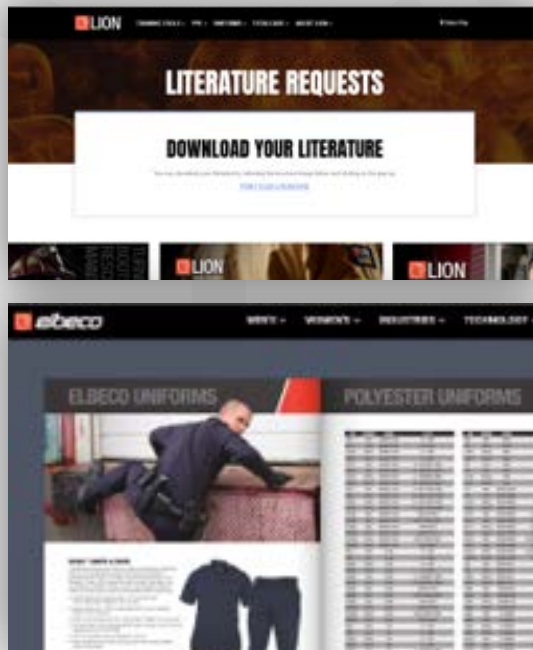
Unlock your access to:

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



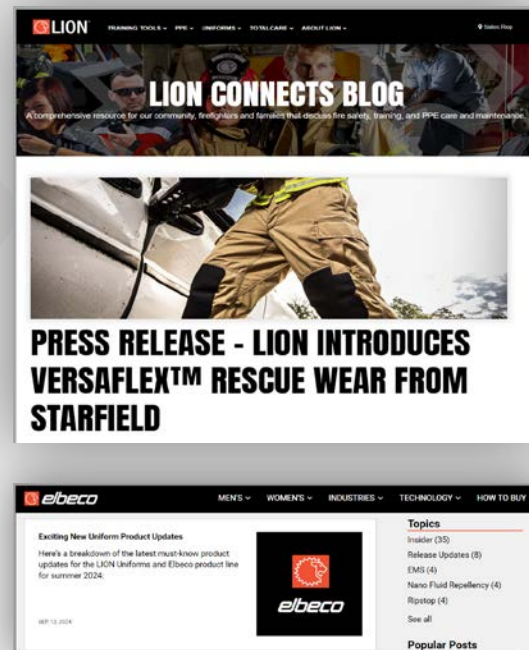
WEBSITE CONTENTS & RESOURCES

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](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**



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