



DEALER MARKETING TOOL KIT

MARCH 2025

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 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.



WHAT SETS LION APART:

The LION lab located in our Dayton, OH headquarters office is an integral part of the research, development and testing that goes into our PPE and uniforms. To ensure we meet the high durability and performance standards you've come to expect from LION and prepare products for NFPA certifications, our lab team helps us deliver industry-leading, innovative solutions to meet your biggest challenges.

[Watch Now!](#)



[TOUR THE LION LAB & SHARE WITH YOUR CUSTOMERS](#)



RECENT & UPCOMING INDUSTRY EVENTS & ENGAGEMENT ACTIVITIES



FDIC INTERNATIONAL

APRIL 7-12, 2025

We are excited to be once again attending the largest conference and trade show for the fire and rescue industry in North America and we hope you stop by and see us!

Visit Our Booth

Join us at FDIC booth #1523 for highlights of our female gear and uniforms that are “Fit for Her” as well as the **LION INNOVATION ZONE** for a first-hand look at how we’re advancing first responder safety and readiness. Get an exclusive preview of new products coming soon from LION’s Essentials and Elbeco Uniform offerings.

[Register for FDIC](#)

[2025 Highlights](#)



F.I.E.R.O. (FIRE INDUSTRY EDUCATION & RESOURCE ORGANIZATION) PPE SYMPOSIUM

MARCH 9-12, 2025

In 2009, F.I.E.R.O. hosted the first-ever Fire PPE Symposium. This symposium focuses on disseminating the results of research and scientific studies, creating a better understanding of the performance requirements set for firefighting PPE, and the limitations of firefighting PPE. In March 2025, the twelfth annual PPE Symposium was held in Greenville, SC.

LION was proud to be a sponsor and exhibitor for the 2025 Symposium.

[Learn More About F.I.E.R.O.!](#)



TEXAS POLICE CHIEF ASSOCIATION ANNUAL CONFERENCE

APRIL 14-17, 2025

The Texas Police Chiefs Association Annual Conference aims to foster collaboration, innovation, and professional development among law enforcement leaders. Attendees will have the opportunity to engage in insightful discussions, attend expert-led workshops, and network with peers to share best practices and solutions for the challenges facing modern policing.

Join LION at this year's conference and learn about our comprehensive line of Elbeco uniforms for law enforcement officers.



Learn More About The Texas Police Chief Association Annual Conference!

IAFC COHORT 26 INTERNATIONAL FELLOWSHIP PROGRAM GRADUATION



IAFC International Association of Fire Chiefs – International Fellowship Program Graduation of Cohort 26

On January 10, 2025, LION had the privilege of attending the graduation of Cohort 26 of the IAFC's International Fellowship Program, an initiative that connects global fire service leaders to some of the most innovative fire departments in the United States.

The IFP, hosted by the International Association of Fire Chiefs, places international firefighters in leading U.S.

fire departments for six months. During this time, fellows immerse themselves in the U.S. fire service culture, learning best practices and sharing insights from their own experiences. This program fosters collaboration across all borders and builds a global community of fire service professionals committed to continuous improvement.

This year's fellows from the Saudi Aramco Fire Protection Department (SAFrPD) spent six months integrated into the Charleston Fire Department. For the SAFrPD, this program is a vital opportunity to challenge their up-and-coming leaders and further enhance their skills to meet the growing challenges of fire prevention and workplace safety. Given their limited exposure to live emergency scenes, the fellowship provides invaluable hands-on experience and leadership development.

LION is proud to support this transformative initiative by providing advanced turnout gear and training products to equip the fellows during their time in the States. It was an honor to partner with the IAFC, Saudi Aramco, and Charleston Fire Department to contribute to the development of future fire service leaders who will make a global impact.

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 VIDEO

View the latest addition to our “Fit For Her” campaign assets highlighting female firefighters and law enforcement first responders in action!

Watch Now!



WE'RE PROUD TO SHARE A NEW VIDEO TO ACCOMPANY OUR FIT FOR HER CAMPAIGN!

LION ESSENTIALS MARKETING CAMPAIGN

First phase of the campaign focuses on helmets with future phases highlighting boots, gloves and hoods.

Keep an eye out for our first print ad, focused on Helmets, in the February issue of Fire Engineering as well as upcoming social posts.

Objective:

Drive demand, build trust, and enhance firefighter safety awareness through omni-channel marketing.

Key Strategies:

- ▶ Awareness & Engagement (Jan Launch)
- ▶ Consideration & Trust-Building (Feb–Ongoing)
- ▶ Demand Creation (Jan Launch)
- ▶ Humanization & Connection (Feb Launch)
- ▶ Customer Engagement (Mar Activation)

TAKE ACTION!

Boost your marketing communications and website landing pages by leveraging our campaign assets to drive awareness with your customers.



Download Assets

NEW “ESSENTIALS TALK” VIDEO SERIES

Join LION Category Sales Manager, Dave McClaskey, as he breaks down our LION Essentials products in our new video series “Essentials Talk with Dave”.

View our first edition where Dave highlights what makes the new American Honor™ helmet a game-changer for firefighter safety.

[Watch Now!](#)



ELBECO HEROSHIELD™ 100% COTTON CERTIFIED UNIFORMS

Designed for the demanding work of professional firefighters and paramedics, LION's new Elbeco HeroShield™ 100% cotton uniforms offer superior comfort, functionality, and safety. These NFPA 1975-compliant shirts and pants are made from untreated cotton, ensuring a safer option that ignites and burns quickly without melting.

Our HeroShield™ uniforms provide:

- ▶ Flex-Waist for enhanced comfort and mobility
- ▶ Gusseted Crotch for increased durability and range of motion
- ▶ Updated "J" shaped front pockets with knife clip patch

[Download Assets](#)[Learn More About HeroShield](#)

VERSAPRO™ PLUS RESCUE WEAR

View our new quick guide overview of LION's VersaPro™ PLUS rescue wear stock standard build and options available.

QUICK GUIDE: RESCUE WEAR

VERSAPRO

- TAN SIGMA TWILL
- MIC TAB
- RADIO POCKET
- FLASHLIGHT TAB & STRAP
- HIGH-VISIBILITY VENTILATED TRIPLE TRIM
- PCA-REINFORCED ELBOWS
- SLEEVE TAKE-UP STRAPS
- THERMOPLASTIC ZIPPER
- POSTMAN STYLE TAKE-UP STRAPS (ON PANT (NOT PICTURED))
- 3" 3M™ SCOTCHLITE™ REFLECTIVE MATERIAL VENTILATED TRIPLE TRIM
- CARGO POCKET LEFT AND TOOL POCKET RIGHT (BOTH KEVLAR LINED)
- RADIAL INSEAM
- ZIPPERED LEGS
- HIGH-VISIBILITY VENTILATED TRIPLE TRIM
- PCA-REINFORCED KNEES (WITH FOUR LAYERS OF LITE-A-DIG)
- PANT LEG TAKE-UP STRAPS
- PCA-REINFORCED PANT CUFFS

VersaPro Plus Stock Standard Build

www.lionprotects.com/rescue-gear-versa-pro

VERSAPRO™ PLUS RESCUE

STOCK STANDARD BUILD (AS SHOWN ON FRONT PAGE/PRICE LIST)

Color	Tan
Trim	3M Scotchlite Lime Yellow Ventilated Triple Trim
Trim Pattern	As seen in photo
Coat Back Length	32"
Coat Chest Size	32" - 60" in 2" increments
Coat Sleeve Length	Regular (there may be limited availability for short and long)
Pant Waist Size	28" - 58" in 2" increments
Pant Inseam	Regular (30"), Long (32"), there may be limited availability in short
Suspender Attachment	BL054 (4 horizontal loops on the inside of the waistband)

OPTIONS AVAILABLE TO ADD TO STOCK (ADDITIONAL PRICE AND LEAD TIME)

Suspender Attachment	PMO210 (Alternative to the standard that is included)
Suspender	BL054 (Included in stock) - use SB542E
Belt Loops	PMO210 - Use SB342T or SR842X
Belt	BL005
Lettering	BLT013
Letter Patch	ID Lettering / Name Lettering in 2" or 3" Lime Yellow or Red Orange Scotchlite (on a patch only)
Letter Patch	LP1MP / LP1VMP

Anything outside of stock standard or options listed on this page is considered custom or made to order. Additional charges and extended lead times apply (to be quoted at time of order).

SB342T=01 SB542E=01 SR842X=01 Belt Loop and Kevlar Belt

BL054 suspender attachment Lettering with patch

Download the Guide

MT94™ CHEMBIO GARMENT VIDEO

MT94™ Maximum Performance ChemBio
Garment Donning and Doffing

View our latest video highlighting advantages of the
MT94™ and proper donning and doffing techniques.

Watch Now!

TAKE ACTION!

Use during trainings and follow-up touchpoints
with your customers in conversations on LION
CBRN products!



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.



BACK IN ACTION: PRIMUS® FIRE GLOVES

Now Accepting Orders for Primus® Gloves!

Inventories will be available for shipments as of February 24, 2025.

The new shells feature a change in material to goatskin in the gray leather used on the back of hand and in the finger fourchettes. Visually, there is little to no difference in appearance.

- ▶ 3-D pattern design for improved dexterity & comfort
- ▶ Innovative knuckle pad for enhanced impact protection
- ▶ Durable black cowhide main body leather
- ▶ Kovenex® lining for superior donning & doffing
- ▶ Gore's proprietary CROSSTECH® with film technology barrier for lightweight, breathable moisture protection that stays put

[Learn More About Primus Gloves!](#)

TAKE ACTION!

Give your customers the opportunity to experience all the benefits of Primus gloves. Review website product pages for Primus gloves to ensure the latest content is featured.



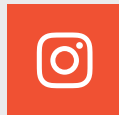
SOCIAL MEDIA ENGAGEMENT

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.

- ▶ **#LIONsafetyolutions**

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.



NATIONAL INDUSTRY OBSERVANCES

MONTH

- ▶ **NATIONAL LADDER SAFETY MONTH | March**
The only program dedicated exclusively to promoting ladder safety, at home and work. By providing critical guidelines and raising awareness on safe use, we can help decrease these numbers.
- ▶ **NATIONAL WILDFIRE AWARENESS MONTH | May**
Dedicated to prevention and preparedness.

WEEK

- ▶ **PUBLIC SERVICE RECOGNITION WEEK | May 4-10**
Honor public servants who work for federal, state, county, and local governments.
- ▶ **NATIONAL POLICE WEEK | May 11-17**
Offers honor, remembrance, and peer support, while allowing law enforcement, survivors, and citizens to gather and pay homage to those who gave their lives in the line of duty.

- ▶ **NATIONAL EMS WEEK | May 18-24**

An annual event that recognizes and celebrates the contributions of emergency medical professionals.

DAY

- ▶ **NATIONAL TEXTILES DAY | May 3**
A day to recognize the importance of textiles in our lives, and to appreciate the creativity and craftsmanship that goes into making them.
- ▶ **INTERNATIONAL FIREFIGHTERS' DAY | May 4**
A special time to stop and reflect on the sacrifices made by firefighters.
- ▶ **PEACE OFFICERS MEMORIAL DAY | May 15**
Pays tribute to local, state, and federal law enforcement officers who have made the ultimate sacrifice or been injured in the line of duty. The observance takes place during Police Week.

SOCIAL MEDIA POSTS



LION SOCIAL MEDIA POST CONTENT



The LION American Honor™ helmet delivers traditional protection in a sleek, modern design. With a strong impact-resistant shell, patented fit system, and lightweight feel, it keeps firefighters protected and comfortable on the job.
#FirefighterSafety #LIONHelmets #ReadyforAction #LION

[Download American Honor Assets](#)



The LION American Legend™ helmet delivers lightweight comfort without compromising strength. Designed with advanced composites and a tough impact cap system, it provides top-tier protection for those who face the heat.
#FirefighterSafety #LIONHelmets #ReadyforAction #LION

[Download American Legend Assets](#)



Primus Glove: Strength. Dexterity. Unmatched Protection.

The LION Primus Glove is built for firefighters who demand more:

- Heat and Liquid Protection with CROSSTECH® insert & Kovenex® lining
- 3D Design for Maximum Dexterity & Comfort
- Impact Protection with Lite-N-Dri™ knuckle padding
- Durable Leather Outer Shell for ultimate resistance

#ReadyForAction #LIONPrimus #FirefighterGear #FirefightingEssentials

[Download Primus Glove Assets](#)

ELBECO SOCIAL MEDIA POST CONTENT



Designed for the demanding work of professional firefighters and paramedics, LION's new Elbeco HeroShield™ 100% cotton uniforms offer superior comfort, functionality, and safety. These NFPA 1975-compliant uniforms are made from untreated cotton, ensuring a safer option that ignites and burns quickly without melting.

#HeroShield #LION #Elbeco

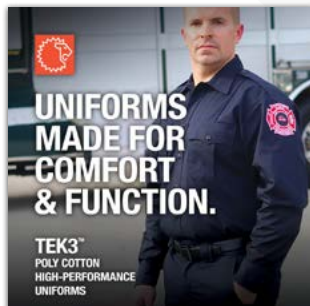
[Download HeroShield Assets](#)



Stay protected no matter what the weather throws at you with LION's Elbeco outerwear for first responders who demand durability, comfort, and performance. LION's Elbeco Quilted Bomber Jacket has your back. Designed for first responders who need warmth without the bulk, this jacket delivers insulated comfort, flexible layering, and all-day durability—so you can focus on the job.

#LIONOuterwear #ElbecoQuiltedJacket #ReadyforAction

[Download Quilted Jacket Assets](#)



The Tek3 series delivers exceptional quality, functionality, and fit for those who demand peak performance. Designed for classic professionalism with modern innovations, it keeps you dry, comfortable, and ready for action. With enhanced underarm mesh vents for breathability, dual communication wire access for a streamlined look, and Nano fluid technology to repel liquids, this shirt is built for performance. Dual-access chest pockets provide added storage for essential gear. Stay sharp. Stay comfortable.

#LION #Elbeco #Tek3

[Download Tek3 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 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. 
6. 
7. 
8. 
9. 
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

**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

SHARE YOUR SUCCESS STORIES

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 *

Product Line *

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

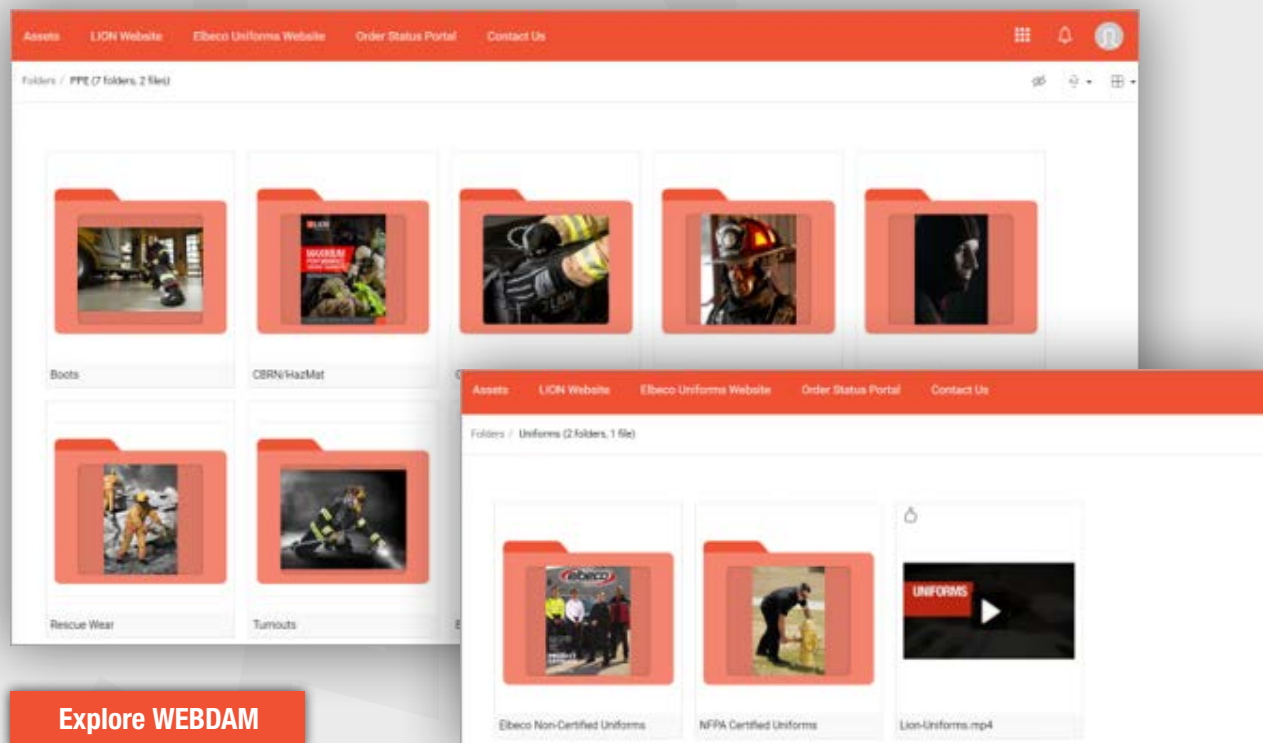
LION BRAND PORTAL: WEBDAM

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.

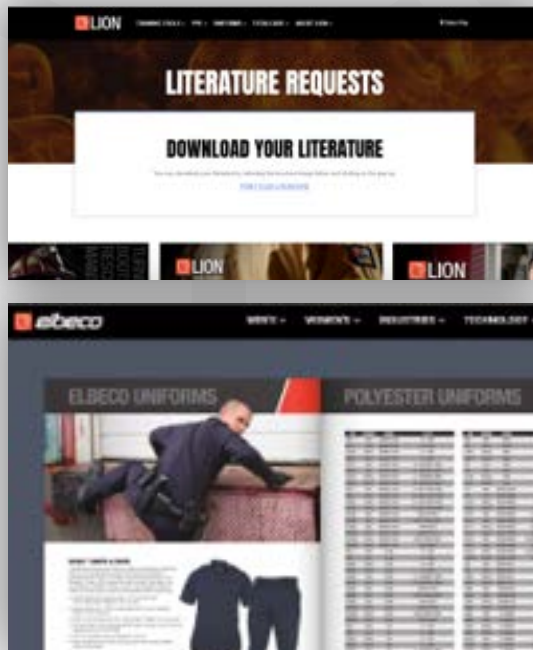
Unlock your access to:

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



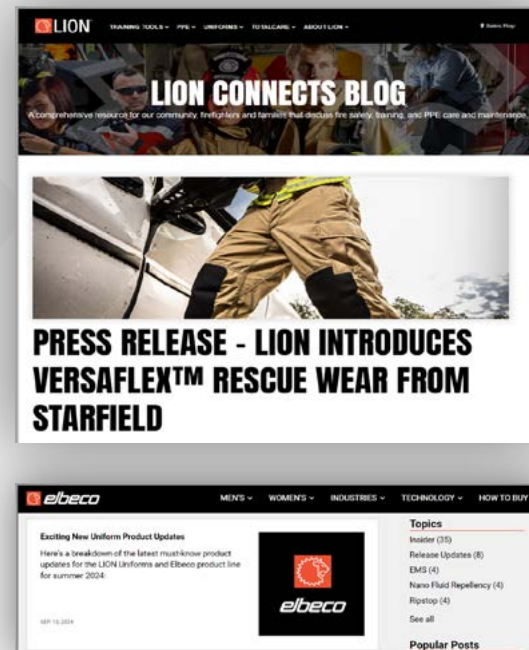
WEBSITE CONTENTS & RESOURCES

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

