



**BRASS  
KNUCKLE®**

**DISTRIBUTOR ADVANTAGES**



# **SAFETY MATTERS. PROFITS DO, TOO.** DON'T SKIMP ON EITHER.

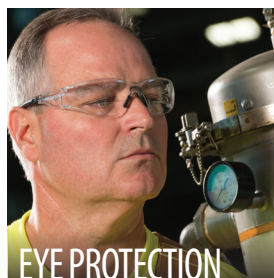
Your customers come to you for safety products. You have a responsibility to deliver quality that workers want to wear. ANY company that thinks worker safety is just the cost of doing business should think twice, because the accident you guard against always impacts someone's family.

But this is a business. And you can earn higher profits. Without cutting corners.

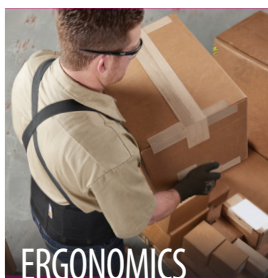
Brass Knuckle innovates to give you the advantage needed to stay ahead of the competition. We build new and exciting opportunities for your business and your customers ... **and we offer you better margins.**



**HAND PROTECTION**



**EYE PROTECTION**



**ERGONOMICS**

**Best-in-class protection  
products.**

**Higher profits for you.**



# Compliance-Inspiring.

The safest product in the world means nothing if workers won't wear it. **Compliance is key to a successful safety program.** This is another area where Brass Knuckle excels. All products are made to be highly wearable and great-looking. Brass Knuckle's signature blend of comfort, style, and safety is the envy of the industry.



Our **QSSP Certified safety specialists** can help you navigate application-specific choices from our glove line.



BRASS KNUCKLE SAFETY PRODUCTS INSPIRE COMPLIANCE.



Eyewear that stays on AND delivers **industry-best anti-fog protection.**

# Higher Standards.

We don't just pay lip service to safety. **We have the testing, certifications, and standards to back up every claim.** Ours is the higher standard, which makes compliance with any governing body so much easier.



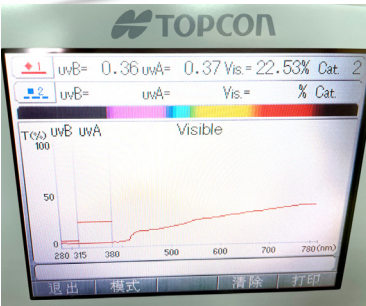
AT BRASS KNUCKLE, WE OWN OUR PROCESS.

# QUALITY CONTROL

We have strict quality control in each production process, including confirmation of glove cut performance in each production lot and, for protective eyewear, batch testing against ANSI Z87.1. This is for incoming goods as well as final assembly products. Testing is done before production,



during production, and on final products.



# Better Margins On Better Stuff.

**High quality at more competitive prices means you earn higher margins.** How do we do it? We are part of a multi-company enterprise. At one time, Brass Knuckle was the private-label house brand of one of those companies, a dedicated safety distributor. This excellence in the safety market informed product development and made Brass Knuckle an exceptional line. Now Brass Knuckle is a standalone manufacturer. We continue to develop and manufacture exceptional safety products that inspire compliance, **sourcing directly from the same plants as the big national brands.** We are able to share this global supply access with distribution partners like you — an extremely profitable opportunity. **We get you closer to the source so you can earn higher margins.**



WE GIVE YOU ACCESS TO THE GLOBAL SUPPLY CHAIN.

Is that a good enough business argument?  
If so, call us for samples today:  
**770-674-8930**




The national brands can't offer you the same savings because of high overhead. Brass Knuckle chooses instead to pass the savings on to our distributors. **All of this adds up to you making more money on the same or better safety products.**



**Brass Knuckle stays with you,** with robust marketing support, promotional materials, digital engagement programs, and a steady flow of qualified leads. Additionally, Brass Knuckle continuously and effectively engages at every interval of the supply chain in order to consistently drive the bottom line.

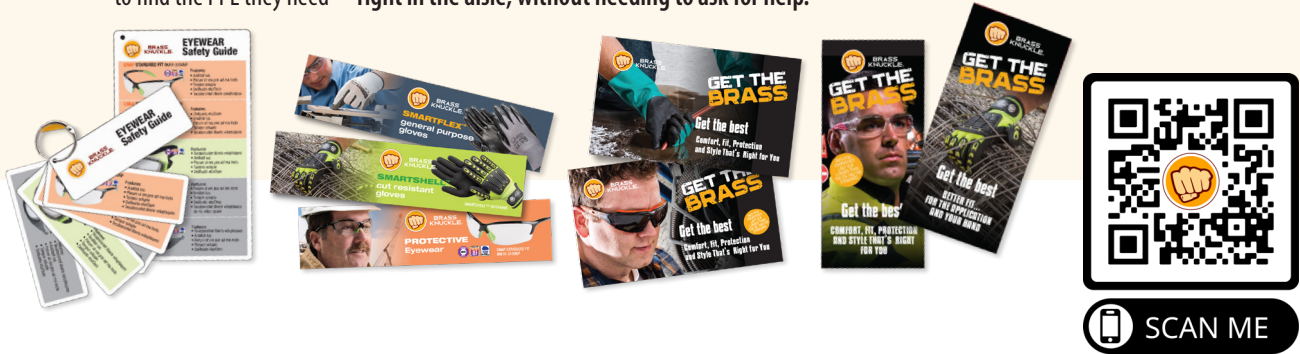
# Brass Knuckle Does It Better

	 <b>BRASS KNUCKLE</b>	<b>National Brands</b>
<b>Direct Factory Control/Access</b>	✓	✓
<b>Business Overhead</b>	LOWER	HIGHER
<b>Your Margins</b>	HIGHER	LOWER
<b>Product Quality</b>	= or BETTER	=
<b>Ongoing Support</b>	✓+	✓



# Point-of-Purchase Merchandising Tools Available

Point your customers to the right Brass Knuckle products for the job. Help shoppers find the perfect Brass Knuckle® hand and eye protection with handy charts, banners and shelf talkers. Beat the competition and sell more products by giving customers the ability to find the PPE they need—right in the aisle, without needing to ask for help.



When your customers find reliable, affordable safety products they can rely on ... **they keep coming back to you for more.**  
That's what Brass Knuckle does for you.



**BRASS  
KNUCKLE®**

1335 Ridgeland Parkway, Suite 120, Alpharetta, GA 30004  
770.674.8930 | [brassknuckleprotection.com](https://brassknuckleprotection.com)