

# Helmet **Customization Services**

Put Your Reputation on Ours!



*Because every life has a **purpose...***

## Put your reputation on ours: MSA Customized Helmets

Our business is safety. We've been the world's leading manufacturer of high-quality safety products since 1914. Our expertise in head protection makes us the hard hat market-leader with brands such as V-Gard®, Topgard® and Skullgard® – all known for their strength and toughness. And, for more than 30 years, we've been logoing hard hats—longer than anyone else in the business.

### Practice makes perfect logos:

- MSA uses inks and processes that create durable logos. **We have never had a complaint about a logo "scratching off" in the 30+ years we have been in the logo business!**
- It can be tricky to avoid logo distortion due to the curvature of the hard hat. That's why MSA Logo Express® Service employs graphic designers who process logos onto helmets. These skilled artisans ensure each logo is placed properly so it not only endures, but also accurately represents your brand and logo in color, size and shape—despite the curve of the helmet.
- MSA offers multiple printing services from simple one-color logo to digital photos, in up to four locations
- We don't require "color-separated" artwork for 1+ color logos; nor do we require customers to identify the PMS colors in their logos. Our graphic artists can manage that, if you do not have these details.
- Re-ordering is easy because we keep your logo on file until **you** change it<sup>1</sup>.

## Our Process

All logos are submitted to MSA Logo Express Service design team by your MSA distributor. The file is then assessed for usability and color separated (if the PMS colors have not been identified). Logo Express Service artists then send an approval form that includes a **FREE** rendering of your selected hard hat. You approve the rendering, sign the form, send it back – and we will get started on your logo helmet order!

## Delivery

Once we have your written approval of the logo, our designers and factory craftsman go to work on your order. Your order for a new helmet logo should ship within eight (8) days from our Murrysville, PA plant from the date we receive your approval on the artwork<sup>2</sup>.

## Minimum Order Quantities (MOQ)

MSA requires MOQs, by helmet type, for logoing and striping. Qualifying MOQs of custom-imprinted or striped helmets must be of the same size, model and options (i.e., color and suspension). MOQs are:

- 20 for V-Gard, SmoothDome® and Topgard and Comfo Cap Helmets
- 16 for Skullgard or Thermalgard® Helmets
- 12 for Super-V and Vanguard Helmets
- 40 for Bump Caps

## Pricing

Please refer to your local distributor for pricing details on standard and non-standard charges that may apply to your order.



<sup>1</sup> Files are purged from MSA's system if no logoed helmet order is received within three (3) years of the first order.

<sup>2</sup> Orders for repeat logos ship within seven (7) days. This includes 2-3 days for order processing, and 5 days for production.

## Other Services

### Striping

Add any of 27+ different reflective and retro-reflective stripes to your helmet. MSA reflective stripes help enhance the visibility of workers in daytime conditions, while retro-reflective stripes<sup>3</sup> offer additional enhancement in nighttime or low-light conditions. Stripes are available in various sizes and shapes, and can be placed on all types of MSA helmets.

Keep in mind too, that while you can order more stripes for self-application, MSA does not recommend doing this. The reason for this is MSA pre-treats all helmets prior to striping with an electrical discharge treatment to enhance the ability of the stripes adhesive bonds.

|                                                                                     | PART NUMBER | COLOR                                                                     | TYPE             | SIZE (INCHES)                                 |
|-------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------|------------------|-----------------------------------------------|
|    | 638463      | Silver<br>(2-piece stripe kit for the top of V-Gard Helmets) <sup>4</sup> | Retro-Reflective | ½ x 7                                         |
|                                                                                     | 10039038    | Silver / White                                                            | Retro-Reflective | ¾ x 20                                        |
|                                                                                     | 10039039    | Silver / White                                                            | Retro-Reflective | 1 x 8                                         |
|                                                                                     | 10039106    | Silver / White <sup>4</sup>                                               | Retro-Reflective | ½ x 26                                        |
|                                                                                     | 10051441    | Blue                                                                      | Retro-Reflective | ¾ x 20                                        |
|    | 10061564    | Silver (Stripes ONLY; not applied. 20/sheet)                              | Retro-Reflective | 1 x 18                                        |
|                                                                                     | 10085491    | Silver (Round Edge) <sup>5</sup>                                          | Retro-Reflective | 1¼ x 20                                       |
|                                                                                     | RP16R       | Red / Orange (Stripes ONLY; not applied. 16/sheet)                        | Retro-Reflective | 1 x 4                                         |
|                                                                                     | RP16Y       | Lime / Yellow (Stripes ONLY; not applied. 16/sheet)                       | Retro-Reflective | 1 x 4                                         |
|  | 813147      | Green                                                                     | Reflective       | 18¾ x 29                                      |
|                                                                                     | 10039100    | Silver / White                                                            | Reflective       | 1 x 4                                         |
|                                                                                     | 10039101    | Red                                                                       | Reflective       | 1 x 4                                         |
|                                                                                     | 10039102    | Blue                                                                      | Reflective       | 1 x 4                                         |
|                                                                                     | 10039104    | Yellow                                                                    | Reflective       | 1 x 4                                         |
|                                                                                     | 10039105    | Orange                                                                    | Reflective       | 1 x 4                                         |
|  | 10046614    | Silver / White                                                            | Reflective       | Crescent w/black letters<br>(Search & Rescue) |
|                                                                                     | 10053887    | Silver / White                                                            | Reflective       | ½ x 2                                         |
|                                                                                     | 10054428    | Blue                                                                      | Reflective       | 1⅞ x 8¾                                       |
|                                                                                     | 10061567    | Silver                                                                    | Reflective       | 1 x 4                                         |
|                                                                                     | 10085492    | Lime / Yellow (Hi-Viz™ with Round Edge) <sup>5</sup>                      | Reflective       | 1¼ x 20                                       |
|                                                                                     | 10085493    | Red / Orange (Hi-Viz with Round Edge) <sup>5</sup>                        | Reflective       | 1¼ x 20                                       |
|                                                                                     | 10088759    | Blue                                                                      | Reflective       | 1⅞ x 21½                                      |
|  | DS234P      | Silver / White                                                            | Reflective       | Crescent w/black letters (Paramedics)         |
|                                                                                     | DS239P      | Silver / White                                                            | Reflective       | Crescent w/black letters<br>(First Responder) |
|                                                                                     | DS99        | Silver / White (maximum of 16 letters; min. qty 200)                      | Reflective       | Crescent w/black letters (Custom)             |
|                                                                                     | 10102295    | White (Non-Reflective)                                                    | Non-Reflective   | ½ x 26                                        |

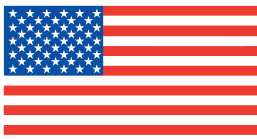
<sup>3</sup> Most of our retro-reflective stripes meet the Type II requirements under ASTM D4956. ASTM D4956 is the specification for flexible, non-exposed glass bead lens and micro prismatic, retro reflective sheeting designed for use on traffic control signs and other devices.

<sup>4</sup> For use with V-Gard Caps and Full Brim Hats only.

<sup>5</sup> Cannot be used on V-Gard 500 Vented Caps.

## Stock Logos and Slogans

With 23 “pre-built” stock logos and slogans, MSA offers more “off-the-shelf” helmet graphics than anyone in the industry. Our newest stock logos honor breast cancer survivors and fighters everywhere. They were designed specifically for use on our new Hot Pink V-Gard, but work well on just about any MSA helmet! Standard logos make it easy for you to place emphasis on safety, patriotism or personnel identification without having to develop your own artwork. They can be used alone or with your customized logo and striping.

|                                                                                     |                                                                                     |                                                                                      |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|    |    |    |  |
| BL#55225                                                                            | BL#55226                                                                            | BL#50692                                                                             | BL#50693                                                                            |
|    |    |    |  |
| BL#52292                                                                            | BL#52423                                                                            | BL#7400                                                                              | BL#20710                                                                            |
|  |  |  | <b>SAFETY<br/>BEGINS<br/>HERE</b>                                                   |
| BL#7578                                                                             | BL#16820                                                                            | BL#20260                                                                             | BL#12064                                                                            |
| <b>SAFETY<br/>IS<br/>JOB ONE</b>                                                    | <b>THINK<br/>+<br/>SAFETY</b>                                                       | <b>1<sup>st</sup><br/>SAFETY</b>                                                     | <b>SAFETY<br/>LEADER</b>                                                            |
| BL#10545                                                                            | BL#5270                                                                             | BL#14097                                                                             | BL#22358                                                                            |
| <b>SAFETY<br/>FIRST</b>                                                             | <b>THINK<br/>SAFETY</b>                                                             | <b>SAFETY<br/>PAYS!</b>                                                              | <b>FIRST RESPONDER</b>                                                              |
| BL#7286                                                                             | BL#6400                                                                             | BL#13194                                                                             | BL#12929                                                                            |
| <b>VISITOR</b>                                                                      | <b>EMERGENCY<br/>RESPONDER</b>                                                      | <b>SUPERVISOR</b>                                                                    |                                                                                     |
| BL#7027                                                                             | BL#18516                                                                            | BL#23303                                                                             |                                                                                     |

## Image 2000™ Service

This is our premium printing process in which we reproduce your photograph onto the surface of a standard size white V-Gard Cap or Hat. All you need is a clear digital photo (that can be scanned) or a photographic file. We do the rest.

## Hard Hat Color Choices

MSA offers more stocked color options than competitors. In fact, in our popular V-Gard helmet, we offer 21 stocked colors, including our newest: Hot Pink! There are non-stocked color options available for all MSA helmets; a qualifying MOQ of 100 helmets is required.



*You can create a shell color of your choice?  
You need only order a qualifying MOQ  
of 500 helmets or more.*



## Placing Customized Helmet Orders

In three easy steps, you can get your first order of new logos and/or striping:

1. Complete all six sections on the MSA Logo Express Service Order Form (ID 0617-01-MC ["Order Form"]).  
**Be sure to:**
  - Complete all Order Form information
  - Select your helmet type, color, suspension and size (where applicable)
  - Pick your striping style and locations
  - Indicate your logo position(s); and
  - Sign the form.
2. Please see "**MSA Logo Express® Service Artwork Guidelines**" (ID 0617-06-MC) for details on artwork submission. We can deliver your custom helmets faster if we have our preferred artwork file formats, but we will work with whatever you give us to recreate your logo.
3. Submit an electronic file of your artwork by email (Logo.Express@MSAsafety.com) or by US Postal Service **MSA Logo Express, 3880 Meadowbrook Rd., Murrysville, PA 15668-1753**. Be sure to include a copy of the completed Order Form with your artwork submission.



## QUESTIONS ABOUT HELMET CUSTOMIZATION?

Feel free to contact MSA Logo Express directly to help you through the process:

**EMAIL:** Logo.Express@MSAsafety.com

**PHONE:** 1-800-MSA-Logo (1-800-672-5646)

**FAX:** 724-325-2252

**ADDRESS:** MSA Logo Express Service, 3880 Meadowbrook Road, Murrysville, PA 15668-1753

You can also contact your MSA representative or visit <http://us.msasafety.com/logoexpress> for more information.

**Note:** This bulletin contains only a general description of the products shown. While uses and performance capabilities are described, under no circumstances shall the products be used by untrained or unqualified individuals and not until the product instructions including any warnings or cautions provided have been thoroughly read and understood. Only they contain the complete and detailed information concerning proper use and care of these products.



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