

## Press Kit

# The role of PPE in prevention and productivity in SMEs

### Contents

Introduction: PPE investments benefit SMEs	2
I. Ansell in brief	5
II. Ansell and the challenges facing SMEs	6
II.1. Segmented, industry-specific product offering, complete with SME-specific training, tools and initiatives	6
II.2. The Ansell Protection Solutions Catalogue	9
II.3. Developing the latest generation in protective gloves and communicating about it	10
III. List of Annexes/Additional Material	11
IV. Media Contact	12

## **Introduction: PPE investments benefit SMEs**

Small and Medium-sized Enterprises (SMEs) have become a focus for a number of recent national and European initiatives in the area of health and safety. Accident prevention is one of the key components of such programmes.

Despite an established link between an investment in Occupational Safety and Health (OSH) and cost reduction for enterprises, many businesses still do not take adequate measures in this area.

SMEs remain an important target when it comes to promoting occupational health and safety. This is due partly to sheer numbers (the fact that **SMEs employ the great majority of workers in the EU**), partly to structural issues which result in increased challenges for training and awareness in SMEs, as well as SMEs' small size and financial means which may directly affect their willingness and capacity to invest in Personal Protective Equipment (PPE). Finally, compliance to health and safety regulations may be viewed as a greater "burden" within smaller structures.

A number of studies<sup>1</sup> have demonstrated that investing in Health and Safety initiatives, including the introduction of better adapted PPE, has been known to produce a **high return on investment, in terms of reduced accidents, reduced costs and enhanced safety compliance behaviours in workgroups.**

According to one study cited in the EU-OSHA Paper, **health and safety interventions can result in both direct and indirect benefits:**

### **Direct Benefits**

- *Reduced insurance premiums (some countries in the EU have promoted favourable insurance conditions for companies that focus on improving OSH)*
- *Reduced litigation costs*
- *Reduced sick pay costs*
- *Improved production /productivity rates*
- *Reduced product and material damage*
- *Lower accident costs / production delays*

### **Indirect Benefits**

- *Reduced absenteeism*
- *Reduce staff turnover*
- *Improve corporate image*
- *Improved chances of winning contracts*
- *Improved job satisfaction / morale*

---

<sup>1</sup> "Occupational Safety and Health and economic performance in small and medium-sized enterprises: a review", European Agency for Safety and Health at Work, Working Environment Information Paper No. 9, ISSN 1830-5954, 2009).

The costs of accidents are of particular concern to small and medium-sized enterprises because SMEs account for 82% of all occupational injuries and 90% of all fatal accidents<sup>2</sup>. The impact of a serious OSH incident could be catastrophic for a small enterprise:

- *It is far more difficult for SMEs to recover from any OSH incident.*
- *The relative impact is greater than on comparable large larger enterprises.*
- *Key workers cannot be easily or quickly replaced.*
- *Short-term interruptions of business can lead to loss of clients and important contracts.*
- *A serious incident can lead to closure of a business due to the direct costs of dealing with the incident or the loss of contracts and/or customers.*
- *Even small incidents and cases of ill health can double the level of sickness absence.*

Small businesses stand to suffer substantial losses as a result of poor OSH, but conversely can gain most if proper systems are in place. For example, **research has shown that 60% of companies that have a disruption lasting more than 9 days go out of business<sup>3</sup>**. Since SMEs generally lack readily available credit, it is therefore essential that they understand the economic benefits of improving their OSH performance<sup>4</sup>.

***The business benefits of good OSH include:***

- *Higher productivity*
- *Greater business continuity (fewer accidents and incidents reduce the length and impact of disruptions)*
- *Lower insurance premiums and/or compensation payments to workers and higher staff motivation and morale.*

One research study<sup>5</sup> showed that a health promotion programme delivered a benefit-to-cost ratio of 3.4. The benefits included:

- *Increased productivity*
- *Decreased absenteeism*
- *Decreased life insurance claims*
- *Programme-generated income*

According to Eurostat- European Statistics on Accidents at Work (ESAW), the "upper extremities" are the parts of the body most injured, accounting for 43.2% of all non-fatal accidents at work

SMEs frequently perceive prevention measures as counterproductive and a generator of avoidable costs. This view is not justified, because **adequate prevention results in measurable advantages with a direct positive influence on the competitiveness of a company**. One problem is that prevention in SMEs is often the result of, or reaction to, past occurrences whereas it is intended to address events which have not yet occurred.

<sup>2</sup> European Commission, 2004

<sup>3</sup> HSE, 2005

<sup>4</sup> Dorman, 2000; Oxford Analytica Ltd., 2005

<sup>5</sup> Golaszewski, Snow, Lynch, Yen and Solomita, 1992

## Hand protection for better productivity

Hands are SMEs' foremost productivity tool. Without protection, though, it is not just their productivity which is endangered—it is the entire company's. Investments in protection are therefore also investments in productivity, and should not be perceived as a cost.

In larger companies, greater availability of statistics means that the link between investing in PPE and increased productivity is easier to prove. It is also important for SME owners to perceive that there is a link between accident prevention and overall company productivity.

**Business owners need to be aware that an accident can have a direct impact not only on day-to-day operations, but also on long-term business continuity.**

Personal protection for workers doesn't just lead to fewer accidents, but results in increased productivity.

Hands are SMEs' foremost productivity tool. Without protection, though, it is not just their productivity which is endangered—it is the entire company's. Personal protection for workers doesn't just lead to fewer accidents, but results in increased productivity.

Ansell Healthcare provides companies with a dedicated range of gloves that fulfil a twin role: **protecting workers' hands and health, as well as companies' products and bottom line.** Ansell can actively contribute to helping SMEs promote a safety culture which encourages proactive accident prevention through a variety of tools, services and guidelines.

With key recommendations and safety considerations aimed at operators from a wide variety of industries, and a wide choice of solutions, Ansell's product offering can directly impact SMEs' safety and productivity levels.

**Key OSH issues** facing Small and Medium-sized companies today include:

1. Insufficient time, human resources or financial resources to become fully informed, and to invest in PPE for workers.
2. Unknowingly wearing gloves or other PPE inappropriate to the task at hand.
3. Lack of worker acceptance.
4. Exposure to multiple risks (often not adequately assessed for each workstation).
5. Incorrect perception, incorrect calculation of real risks and of costs associated with accidents and workplace health issues.

**Ansell Healthcare is anticipating and responding to these SME challenges in key ways:**

1. Segmented, **industry-specific** product offering, complete with **SME-specific** training, tools and initiatives.
2. **Catalogue** optimised for non-professional users [www.ansell.eu](http://www.ansell.eu).
3. Continued **research** via its global Science and Technology (S&T) capacity to develop the next generation of protective barrier solutions and to set the standards for the testing required by ever-higher levels of performance.
4. Developing the **latest generation in protective gloves and communicating** breakthroughs to all trades.

It is with this combination of market-leading protective gloves, expertise, advice and support, that Ansell meets SMEs' needs for productivity and protection.

## ***I. Ansell in brief***

- Ansell Healthcare ([www.ansell.eu](http://www.ansell.eu)) is a global leader in the design, development, manufacture and marketing of a wide range of range of surgical, examination, industrial and household gloves, protective clothing and condoms. Some of Ansell's well-known **brands include Ansell HyFlex<sup>®</sup> and PowerFlex<sup>®</sup> industrial gloves, Ansell<sup>®</sup> Gammex<sup>®</sup> and Encore<sup>®</sup> medical gloves and LifeStyles<sup>®</sup> and Manix<sup>®</sup> condoms.**
- Ansell's business is organized around the markets it serves, namely Occupational Healthcare (mainly industrial gloves), Professional Healthcare (mainly medical and surgical gloves) and Consumer Healthcare (mainly condoms and household gloves).
- Occupational Healthcare accounts for around 50% of sales, followed by Professional Healthcare (about 34%) and Consumer Healthcare (16%).
- Ansell Healthcare is a worldwide leader in hand protection for occupational gloves. The company is the largest manufacturer worldwide of industrial protection gloves, with an offer spanning from highly specialized protection needs to everyday protection gloves used by factory workers.
- Ansell's Marketing and Sales activities are organized around three geographic regions; the Americas, EMEA (Europe, Middle-East & Africa) and Asia Pacific. Product and market focus is provided by a Global Marketing team that supports the regions.
- Global brands, new products, proprietary technology, flexible manufacturing processes, a global supply & logistics infrastructure and global distribution networks drive Ansell's market success.
- With 28 facilities, approximately 11,000 employees, and its supply and logistics proficiency, Ansell is able to provide protective barrier products to its customers anywhere in the world.
- Ansell Limited operates two major **Science and Technology (S&T) facilities**, one in Shah Alam (Malaysia) and one in Clemson (US). Malaysia is known for its rubber technology and Clemson has strong affiliations with university groups that conduct research on fibres and yarns. Ansell has also established five **centres of excellence** ("application centres") at production plants, where S&T staff can work closely with manufacturing personnel to transfer technology and start up new product lines.

## II. Ansell and the challenges facing SMEs

### II.1. Segmented, industry-specific product offering, complete with SME-specific training, tools and initiatives

As a customer-driven company, Ansell Healthcare has recently redesigned its Solutions Catalogue to unify and simplify the glove selection process. Based on intensive global investigations into user experiences, needs and preferences (especially from SME's), it was determined that navigation and selection criteria should be **based on the protection and performance requirements of customer applications**, rather than specific glove construction details.

#### Why choose for a branded product over generic import when it comes to gloves ?

- ✓ **Quality consistency:** *Ansell's manufacturing & testing processes and quality control guarantee a constant and consistent product quality*
- ✓ **Compliance with latest EU standards and norms:** *Any Ansell glove has been certified as per the PPE/89/686/ECC Directive and relevant EN standards and are CE marked.*
- ✓ **Available tools for easy selection:** *Ansell provides a variety of resources to narrow the customer's selection down to the perfect glove meeting specific demands.*
- ✓ **Productivity gains:** *All Ansell's solutions are customer-centric and focus on providing protection while enhancing productivity.*

Ansell is partnering with pro/specialised retailers in order to offer ten of its **most performing gloves on a retail basis**. The **pair packs range** is on sale in Germany, Austria, Switzerland, UK, France, Italy, Spain and the Benelux. This **selection of 10 gloves** is particularly popular amongst PPE or industrial distributors, shopkeepers or specialized resellers in the Building and Construction industries, the OEM aftermarket and automotive.

Ansell Healthcare understands that no one trade or industry is like another, and takes a specific approach in its product offering and customer service for each of the following industries:

- **Building & Construction**

Construction has a higher level of exposure to accidents at work than any other industry. The risk of sustaining an injury is twice as high for construction workers as it is in other sectors<sup>6</sup>. In other words, prevention is essential in this particular industry, composed largely of Small and Medium-sized Enterprises.



<sup>6</sup> European Agency for Safety and Health at Work – Facts 2001

## *Specific initiatives:*



Ansell has selected a range of nine gloves that have the ability to protect from the major risks linked to the building and construction trades. Selection is easy as **gloves are proposed for each profession: masons, roofers, tilers, plasterers, carpenters, painters and decorators, and public works employees.**

This range has been published on a leaflet and a **poster** that helps workers easily choose the right glove, for hanging in site offices for reference.

A Building and Construction [video](#) is also available.

- [Automotive & Transportation](#) and [Metal fabrication](#)

Ansell offers the SME's active in automotive and transportation industries adapted gloves and high-value services focussing on improving worker safety; increasing productivity through improved worker efficiency and reducing direct and indirect safety costs.



- [Chemical](#) and [Pharmaceuticals](#)

## *Specific initiatives:*

- Ansell's freely available popular Chemical Resistance Guidelines, and dedicated information leaflet enhanced by the results of the unique Ansell Chemical Permeation Programme, simplifies the selection of PPE for companies in this sector.



- **Food Processing & Service** and **Agriculture & Viticulture**

When working with food, gloves must comply with national standards for food contact and food hygiene. That is why Ansell offers gloves that deliver protection from contamination, safeguard from hot and cold thermal hazards, provide barrier protection between worker and product, provide liquid protection, and protect workers from potential injuries.

*Specific initiatives:*

- Ansell Healthcare offers a wide range of gloves that have been designed for hand protection against combined hazards specific to the food processing sector. These cover the following activities: Meat processing (all stages), Fish processing, Vegetable processing, Catering and Food Distribution.
- Along with Ansell Healthcare's food and beverage industry glove safety recommendations issued in May 2009 a dedicated glove selection guide and posters exist, portraying proper donning, washing, and replacement guidelines.
- Ansell works closely with key associations in the wine growing countries and has developed a series of dedicated product guides to help farmers and wine growers protect themselves against what are chiefly chemical absorption and abrasion risks.



Furthermore, Ansell has extensive experience with customer needs in the following areas:

- **Electronics**
- **Glass**
- **Janitorial Services**
- **Logistics & Warehousing**
- **Machinery & Equipment**
- **Maintenance**
- **Metal Fabrication**
- **Public Utilities**
- **Recycling**

For all of these sectors which reflect the diversity of SMEs, Ansell products are available through an extensive network of distributors. Ansell Sales Managers can thoroughly analyse companies' unique needs and then recommend the best solutions.

## II.2. The Ansell Protection Solutions Catalogue



The new **Ansell Protection Solutions Catalogue** introduced in January 2010 covers Ansell's innovations in industrial hand protection since 2006, including the *Performance Series Products*:

- **HyFlex®** - Precision Protection
- **PowerFlex®** - Robust Protection
- **Vantage®** - Engineered Protection
- **AlphaTec®** - Advanced Chemical Protection
- **Sol-Vex®** - Trusted Chemical Protection
- **Touch N Tuff®** - Touch Sensitive Protection

Designed to simplify glove selection, the catalogue summarises accurate and essential information into comparison charts and easy-to-follow decision trees- in **17 languages**: English, German, French, Dutch, Spanish, Italian, Portuguese, Polish, Hungarian, Czech, Romanian, Russian, Turkish, Finnish, Danish, Norwegian and Swedish.

The new and revised Protection Solutions Catalogue supports Ansell's new **Customer Experience Platform** designed to unify and simplify the Ansell glove selection process. This customer-centric program included intensive global investigations into user experiences, needs and preferences. Research and customer feedback determined that navigation and selection criteria should be **based on the protection and performance requirements of customer applications**, rather than specific glove construction details (e.g. "unsupported cotton").

Both the paper and [online versions](#) are intended to be usable by non-experts, making it easy for SMEs to embark on their own selections and comparisons.

### ***II.3. Developing the latest generation in protective gloves and communicating about it***

Ansell Healthcare prides itself on being at the forefront of worker safety solutions with its continual **stream of innovations, improvements and extensions to existing product ranges**. In many cases distributors and end-users learn of the new developments while at trade fairs and industry events.

**SMEs and local distributors are more likely to attend local trade fairs.** Ansell knows that it is important to reach a wide public in many European countries, and is therefore present at numerous local Health & Safety fairs each year (f.i. Health & Safety UK, Preventica in France, Sicur in Spain, A+A in Germany,...). Ansell has also developed several partnerships with local Health & Safety associations with trade initiatives and organises on a regular basis seminars about H&S norms and regulations, risks and prevention and safety solutions.

It is the multiplication of these **points of contact** which ensures a **pertinent dialogue about safety issues, helping companies to make informed choices about the PPE investments that best suit them.**

### **III. List of Annexes/Additional Material**

#### **Recommended studies**

1. "Occupational Safety and Health and economic performance in small and medium-sized enterprises: a review", European Agency for Safety and Health at Work, Working Environment Information Paper No. 9, ISSN 1830-5954, 2009

#### **Ansell catalogue**

##### **Industry-specific tools**

1. Ansell Healthcare food industry **glove selection** guidelines  
[http://www.anselleurope.com/industrial/index.cfm?lang=EN&pages=markets\\_Food\\_Processing](http://www.anselleurope.com/industrial/index.cfm?lang=EN&pages=markets_Food_Processing)
2. Ansell Healthcare online **Chemical Recommendation Guide**  
[http://www.anselleurope.com/industrial/index.cfm?pages=chemical\\_intro&lang=EN](http://www.anselleurope.com/industrial/index.cfm?pages=chemical_intro&lang=EN)

#### **Videos**

1. Ansell [Building and Construction video](#)

#### **Photos**

1. Ansell "Pair packs range" display stand
2. Ansell EMEA *Protection Solutions Catalogue cover*
3. Images of key markets: thumbnails

#### **Logos**

1. Ansell logo colour (high resolution EPS)
2. Ansell logo colour LR (low resolution JPEG)
3. Ansell Guardian colour logo (high resolution EPS)
4. Ansell Guardian colour logo (low resolution JPEG)

#### **Newsletter**

The ***In Touch* newsletter** is printed on paper and emailed in pdf format three times a year by Ansell. It includes the latest information on developments in hand protection, details of European and local events in this field as well as information about Ansell Healthcare

<http://www.anselleurope.com/ansell/ansell-healthcare-news/newsletter/>

#### **Press releases**

Ansell Healthcare press releases concerning occupational product news, alliances and other news are available in the "Occupational" section of the Ansell Healthcare EMEA internet site, [www.ansell.eu](http://www.ansell.eu).



#### ***IV. Media Contact***

Wouter Piepers,  
Global Director Communications, Ansell Healthcare  
Tel: + 32(0) 2 528 75 68  
Cell. + 32(0) 478 33 56 32  
e-mail: [wpiepers@eu.ansell.com](mailto:wpiepers@eu.ansell.com)

Olivier Trop,  
Media Relations  
Duval Guillaume I PR  
Cell. + 32(0) 486 510 419  
e-mail: [olivier.trop@duvalguillaume.com](mailto:olivier.trop@duvalguillaume.com)