



**THERE IS A PRICE FOR INEFFECTIVE PRODUCTS**



**TUCKER**  
SAFETY PRODUCTS INC.

# Protective Apparel With The Lowest Price May Wind up Costing The Most...

Nothing causes more confusion, or contributes to more bad buying decisions, than the role purchase price should play in the personal protective equipment (PPE) buying decision process. Providing wrong or ineffective PPE for the wrong reasons (e.g., price alone) exposes wearers to unnecessary risks. While price is a factor in every sale, it is seldom the primary reason people make a buying decision. If that were the case, luxury cars wouldn't exist, designer clothes would remain unsold, and everyone would shop at discount stores.



## You Get What You Pay For...

The most important point to remember when helping customers determine the type of personal protective equipment and apparel to purchase is that PPE is intended to save lives and protect against serious injury. For that reason alone, shopping based on the lowest price only is the last thing you want customers to do. When choosing a doctor for a life-saving procedure, would most people shop for the cheapest doctor? Or would they want the doctor with the most experience and a track record of success regardless of what the doctor charged? PPE is no different.

Three factors affect every product or service: quality, service, and price. No company can effectively offer all three of these. It's a simple economic rule of business. Low priced products often

fail to deliver or perform as expected (there's a reason the price is low), or come with hidden costs.

Most safety professionals and front line managers will agree that you get what you pay for when it comes to PPE. Cheap cotton quilted oven mitts may cost less initially, but they cost more in the long-term. Cheap products have to be replaced more frequently and injury rates can rise because cheap products offer ineffective protection. Yet today many companies still hesitate to purchase quality protective apparel and equipment, and instead base product selection solely on the upfront price of each piece. These companies may be able to reduce short-term costs, but miss the opportunity to improve wearer protection and reduce painful and costly injuries.

In today's global market, there is hardly anything that someone can't make a little cheaper and charge a little less for. Worse, cheaper products often don't appear much different on the surface than higher quality products to an untrained buyer. But very often (as with any product) purchase price is the first indicator of quality. A \$5 oven mitt is worth \$5 and a \$30 oven mitt is worth \$30. Don't let customers be fooled into thinking they are getting effective protection with

# How Much?

the \$5 version. Protective apparel and equipment is priced where it is priced for a reason and the price is a reflection of its value.

At Tucker Safety Products, our focus has always been on creating products that offer true protection. This means we source only high quality materials for the construction of our protective products. This also means that while we firmly believe we offer the best value to customers and a lower total cost of ownership than our competitors, we are rarely the cheapest price when it comes to protective apparel.



## There is A Price For Ineffective Products...

Fortunately, new technology has brought many advances in protective equipment and apparel functionality, safety and durability. Many protective products offer better performance, longer service life and a lower total cost of ownership.

A price is only too high if customers can get an identical product for a lower price.

As with selling or buying expensive foodservice equipment, you must also know enough about the protective apparel you sell or buy to see differences between brands, understand the value of those differences, and put the purchase price in context. When it comes to personal protection, there is a price for ineffective products:

1. The most expensive are those products that are so poorly designed, ill fitting, or uncomfortable that they are NOT worn.
2. The next most expensive are products that are stripped of performance features to lower the price and fail when most needed.

When PPE performs and actually protects wearers, safety professionals and buying decision makers quickly forget what they paid for PPE. But the consequences can be severe, and costly, when protective apparel is bought solely on price and is ineffective.

To that end, it is important to consider that a company simply cannot save enough on the purchase price of protective apparel to offset the cost of even one injury. Investing in apparel that offers true protection can prevent a \$50K lost-time injury or a \$7K non-lost time injury, producing an ROI many times greater than the investment in quality PPE.

*AT TUCKER SAFETY PRODUCTS, WE NEVER LOSE SIGHT OF THE "HUMAN" SIDE OF PROTECTIVE APPAREL.*

## But They Look The Same...



Just because an oven mitt or cut resistant glove is made from the same material does not mean it is the same from one manufacturer to another. Blends and manufacturing processes differ between manufacturers.

At Tucker Safety Products, we never lose sight of the “human” side of protective apparel. We have dedicated nearly thirty years to:

- **Educating Customers.** We work closely with customers to make sure they know how hazards in commercial foodservice operations can affect wearer health or safety, how protective equipment and apparel protects against the most common hazards, and when to use protection.
- **Enabling Customers.** We only manufacture effective protective apparel designed specifically for foodservice operations that is comfortable, easy to clean, and offers true protection, wet or dry.

**Enabling Customers.** We talk with our channel partners and end consumers on a regular basis to learn about their specific challenges (e.g., wearer compliance, injury frequency, PPE selection, unique needs, etc.) and put together custom solutions that work.



## Why We Do What We Do....

All workers need to be able to perform their job safely, quickly and accurately as possible. When hazards are present, their performance hinges, in part, on having protective apparel appropriate for the job. Just as athletes benefit from sports apparel that makes it easier to run faster and jump higher, foodservice workers will benefit from protective apparel that boosts their confidence and performance.

When selling protective apparel, be sure to help customers understand that wearer protection and confidence are closely linked to productivity, and ultimately profitable sales. Companies that lead with quality and not price are more likely to provide effective protection against cuts, burns and punctures and boost wearer confidence and productivity.

Many factors affect comfort and performance, including dexterity, tactility, and grip. So let the experts in foodservice protection help you put together the best solution the next time a customer is looking for protective apparel with the lowest total cost of ownership, not the cheapest price.



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