



Protecting & Enhancing Your Lifestyle™

Select™

Safety Designed for Women™

- Stylish Products
- Fashionable Colors
- Comfortable Fit
- Unique Features



FEATURING...
Amy Wynn Pastor
DIY Expert/TV Carpenter



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The AOSafety® Select™ line of safety includes a wide selection of personal protection equipment that is designed, styled and sized to meet the needs of women. AOSafety recognizes the large and growing percentage of women who work on their own home improvement projects have a need for professional quality safety products that work as hard as they do. The Select line of safety products look better, fit better and have improved features... just for women.

WHAT IS AOSAFETY DOING TO HELP YOU SELL MORE SAFETY PRODUCTS?

- Targeting the Fastest Growing Group of your Customers...Women - Surveys indicate that growing numbers of American women no longer rely on a husband or a boyfriend or a professional fix-it man to take care of home repair and construction projects. This is your chance to make further increases in the \$50 billion a year that women across America are now spending on hand tools, power tools and other equipment such as safety.
- Celebrity Endorsement – We’ve enlisted the help of Amy Wynn Pastor, the popular female carpenter on one of the highest rated cable TV design shows, to promote this product line to your customers. Amy Wynn will be featured on packaging, displays and advertising. She’s a very credible female expert that your customers will recognize and respect.
- Brand New Packaging – We’ve created a new style of packaging for this line that has been tested as most preferred by women. Each package also includes a picture of Amy Wynn to increase sales. According to American Public Opinion Survey and Market Research, some 72 percent of consumers who bought a product pitched by a celebrity said that it was the endorser who first grabbed their attention.
- Premium Products – AOSafety began the revolution for stylish safety products a few years ago and we’ve now taken the next step by creating new product designs in great colors that women prefer and want to wear. We’ve also made these products smaller to better fit women, but we didn’t even stop there. These products have improved comfort features like soft-fit temples, padded nose pads and flexible materials to make wearing these products easier than ever for women.



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Outdoor Eyewear

PRODUCT FEATURES

- Soft-Fit Temples & Nosebridge
- Premium Mirror Lenses
- Extreme 99.9% UV Protection
- High Impact Protection

Meets ANSI Z87.1-2003 Standard and complies with OSHA regulations for industrial eye protection.

FACT

80% of Women plan on doing a home improvement project...75% of these women will do it themselves



Amy Wynn is building a deck and wearing Purple Outdoor Safety Glasses and Earplugs for protection.

Meets ANSI Z87.1-2003 Standard and complies with OSHA regulations for industrial eye protection.

97305

Silver Frame with Blue Multi-Layer Mirror Lenses

Clamshell/Cut Case UPC 078371973056
Hang Tag/Shipper: **97343** UPC 078371973438



97306

Purple Frame with Blue Mirror Lenses

Clamshell/Cut Case UPC 078371973063
Hang Tag/Shipper: **97345** UPC 078371973452

97307

Two Tone Red Frame with Flash Mirror Lenses

Clamshell/Cut Case UPC 078371973070
Hang Tag/Shipper: **97346** UPC 078371973469



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Indoor Eyewear



PRODUCT FEATURES

- Soft-Fit Temples & Nosebridge
- Three Fashionable Color Options
- Small Lightweight Frame Design
- High Impact Protection

Meets ANSI Z87.1-2003 Standard and complies with OSHA regulations for industrial eye protection.

Also meets CSA Z94.3 industrial safety standards

FACT

83% of Females
Admire Women Proficient
in Home Repair

Amy Wynn is installing
wood laminate flooring,
wearing Red Translucent
Indoor Safety Glasses.

Meets ANSI Z87.1-2003 and CSA Z94.3 Industrial Standards and complies with OSHA regulations for industrial eye protection.

97300 Clear Lens with Teal & Silver Accents

Blister/Cut Case UPC 078371973001
Hang Tag/Shipper: **97340** UPC 078371973407



97301 Clear Lens with Purple & Silver Accents

Blister/Cut Case UPC 078371973018
Hang Tag/Shipper: **97341** UPC 078371973414



97302 Clear Lens with Red & Silver Accents

Blister/Cut Case UPC 078371973025
Hang Tag/Shipper: **97342** UPC 078371973421



N95 Respiratory Protection



PRODUCT FEATURES

- Sanding, Drywall, Fiberglass Respirator
- Smaller Mask For Improved Fit
- Comfortable Padded Nosebridge
- Powder Blue Color

FACT

Women make
80% of the
buying decisions
in U.S. Households



Amy Wynn is finishing a new piece of furniture, wearing Low Profile Goggles and N95 Mask.

Chemical Splash/Impact Goggle



PRODUCT FEATURES

- Low Profile Design
- Soft Comfort-Fit Frame
- Fits Over Most Glasses

Meets ANSI Z87.1-2003 Standard and complies with OSHA regulations for industrial eye protection. Also meets CSA Z94.3 industrial safety standards



97323
**N95 Disposable
Respirator**
2 Pack
UPC 078371973230
Cut Case

97310
**Chemical Splash/
Impact Goggle**
UPC 078371973100
Cut Case



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Hearing Protection

FACT

Single Women
purchase more homes
than single men



PRODUCT FEATURES

- Vibrant Color Options
- Ultra-Soft Comfort
- Excellent Fit
- NRR 32 dB



PRODUCT FEATURES

- Comfortable Fit
- Easy Push-In Stem
- NRR 26 dB
- Storage Case



PRODUCT FEATURES

- Comfortable Gel & Foam Ear Cushions
- Small Padded Adjustable Headband
- Slim Lightweight Cup Design
- NRR 22 dB



97315
Slim Blue Earmuff
UPC 078371973155
Cut Case



97317
Reusable Earplugs
UPC 078371973179
Cut Case



97318
Disposable Earplugs
5 Pair Pack
UPC 078371973186
Cut Case

All Hearing Protection Cut Cases Include Clip Strip for Increased Merchandising Flexibility



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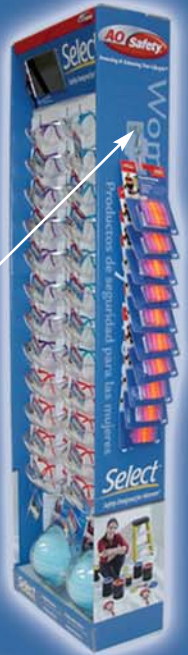
Select™ Safety Displays

AOSafety® has created several Select Safety Displays that feature Select SKU's pre-loaded in an attractive free-standing floor display or a power wing rack. All displays feature DIY Expert and TV Carpenter, Amy Wynn Pastor. These displays provide an instant home for this product line without having to change your current store set-up. The displays can be reloaded easily when you quickly sell through any individual item. All Select products are available in cut cases for shelf display.



97336
Indoor Eyewear
Wing Rack
Size: 14.5"(w) x 46.8"(h) x 7.4"(d)

Includes Eyewear
Try-On Station with
Angled Mirror



Integrated Clip-Strip
Hole Allows Ability to
Merchandise Your Choice
of Hearing Protectors

97337
Outdoor Eyewear
Wing Rack
Size: 14.5"(w) x 46.8"(h) x 7.4"(d)



97335
Full Line Floor Display
Size: 24"(w) x 20"(d) x 48"(h)

Description	Product No.	Select displays are preloaded into the following merchandising options.		
		97335 Full Line Display Floor Display	97336 Indoor Eyewear Wing Rack	97337 Outdoor Eyewear Wing Rack
		Quantity Per Display		
Indoor Safety Glasses Teal Temples w/Clear Lens	97300	5		
	97340		8	
Indoor Safety Glasses Purple Temples w/Clear Lens	97301	5		
	97341		8	
Indoor Safety Glasses Red Temples w/Clear Lens	97302	5		
	97342		8	
Outdoor Safety Glasses Silver Frame, Blue Multi-Layer Mirror	97305	5		
	97343			8
Outdoor Safety Glasses Purple Frame, Dark Blue Mirror	97306	5		
	97344			8
Outdoor Safety Glasses Two Tone Red Frame, Flash Mirror	97307	5		
	97345			8
Chemical Splash/Impact Goggle	97310	10		
Blue Slim Blue Earmuff	97315	5		
Reusable Earplugs Fluorescent Green w/Case	97317	10		
Disposable Earplugs Multi-Color 5 Pair Pack	97318	10		
N95 Disposable Respirator Small, Blue 2 Pack	97323	15	8	8





When the work is done, Amy Wynn relaxes while wearing Outdoor Eyewear in 2 Tone Red Frame with Flash Mirror.

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Aero Company

8001 Woodland Drive, Indianapolis, IN 46278

Technical Information: 1-800-444-4774 • Ordering Information: 1-800-327-3431

Fax Order To: 1-800-488-8007

Visit us on the web at www.aosafety.com/select