

SAFEWAZE

**PROTECTING
PEOPLE AT HEIGHT**





CORPORATE OVERVIEW

Creating the Best Work at Height
Company in the World





Canopy Brands is a family of trusted brands providing protection, access and mobility solutions to commercial and residential markets. Our singular goal is to build an enduring company. This goal reflects our unwavering commitment to Do The Right Thing, positively shape our markets and sustain an environment for our people to reach their potential.

Our portfolio includes 6,000 products, covering fall protection, suspended and permanent access, powered lifts, marine access and confined space – plus a growing range of services from design, engineering and installation to training. And we're just getting started.



- 1 Top 10% Employee Engagement**
- 2 Top 10% Customer Satisfaction**
- 3 Grow 2x as Fast as Market**



SAFEWAZE

Fall Protection's Most
Responsive Partner



HISTORY



In 1994, Safewaze co-founders and industry veterans Gene Verble and Darrell Hagler saw an opportunity to create both a safer workplace and a different type of company.

By pushing the boundaries of responsiveness, flexible solutions and expertise, Safewaze challenged the traditional experience. Why? Lives were on the line and worksite demands required a nimble, hard-working safety partner.

Technology and tools have evolved. Our DNA is the same. We remain **100% committed to redefining the customer experience in the fall protection industry.**

With a mission-focused team and investments in our 100,000 sq. ft. manufacturing facility, digital tools and custom engineering services, **we deepen our responsiveness by serving our customers exactly the way they want.**



MISSION

We protect the lives and livelihoods
of workers at height

VISION

To be the best in fall protection

BRAND POSITION

*Fall Protection's Most
Responsive Partner*



CORE VALUES



SAFEWAZE / AT A GLANCE



100,000

square foot facility in Concord, NC



1,000

distribution points



1 day

order, confirmation & tracking



125

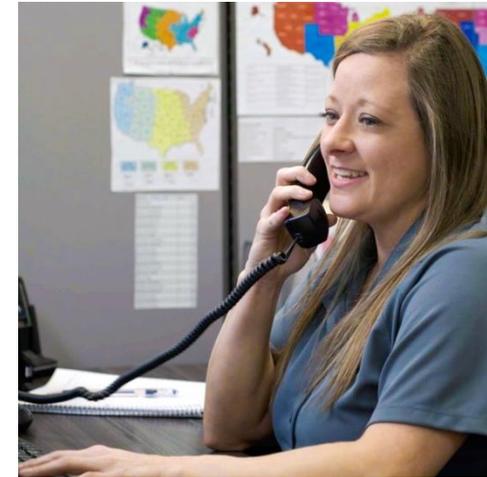
mission-focused employees



On-Demand Knowledge



Deep, Flexible Product Line



Ultra-Responsive Service



93%

customer retention



63%

employee net promoter score



17%

5-year annual sales growth



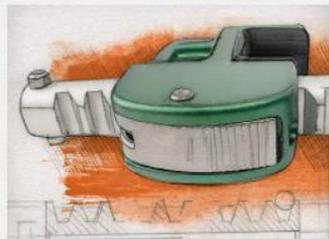
PRODUCT BREADTH

More than 1200 SKUs

EQUIPMENT CATEGORIES



From anchors and harnesses to lanyards and lifelines – plus rescue and railings – Safewaze delivers **exactly what you need, exactly when you need it**. We proudly serve construction, general industry, energy and utilities as well as specialty markets with more than 1300 individual SKUs.



Anchors



Harnesses



Lanyards



SRLs



Xtirpa



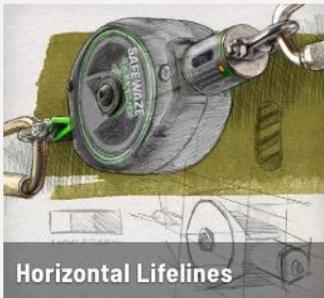
Rescue



Tool Cuffs



Ladder Systems



Horizontal Lifelines



Vertical Lifelines



Confined Space



Kits & Combos



Accessories



Material Handling

BRAND FAMILY



The Safewaze brand, and all our individual product brands, represent **THE BEST** in fall protection.

Harnesses	Lanyards	Self Retracting Lifelines (overhead)	Self Retracting Lifelines (personal)	Lifelines	Tool Lanyards	Confined Space
SAFEWAZE PRO+	SAFEWAZE PRO	NORTHSTAR LE	LATITUDE	W		W
SAFEWAZE PRO+	SAFEWAZE V-LINE	NORTHSTAR CLASSIC S	LATITUDE EDGE	W	U	XTIRPA™
SAFEWAZE PRO	SAFEWAZE	LODESTAR	LATITUDE HD			
SAFEWAZE V-SELECT		LODESTAR LE	LATITUDE PRO			
SAFEWAZE V-LINE			LATITUDE PRO ARC FLASH			
SAFEWAZE			LATITUDE PRO TIE BACK			



QUICKSERVICES

The Safewaze Difference



QUICKSERVICES



These value-added services help us continue to be **fall protection's MOST RESPONSIVE** partner.



QUICKRING

FAST
connection
to **LIVE**
FALL PROTECTION
EXPERTS



QUICKCONSULT

CONSULTATION
(on-site or virtual)
within **3** **DAYS**



QUICKTRIAL

PRODUCT
TRIALS ON
POPULAR
ITEMS
within **1** **WEEK**



QUICKQUOTE

SAME-DAY
QUOTES
ON
PRODUCT
orders



QUICKCUSTOM

CUSTOMIZED
PRODUCTS
and **kits**
DELIVERED
quickly



QUICKBUY

SAME
day order,
CONFIRMATION
and **TRACKING**



TRAINING

Safety at Height Begins
on the Ground



Fall Protection Demos

We recognize education as a critical investment in our **mission to protect workers at height** through expert-led learning.

We offer on-site fall protection demos that provide general industry education and hands-on demonstrations directly at your jobsite.

- ABCDs of Fall Protection
- Rescue Requirements & Planning
- Equipment Inspection
- Regulatory & Compliance
- Hazard Assessment
- Product Usage
- Custom Training



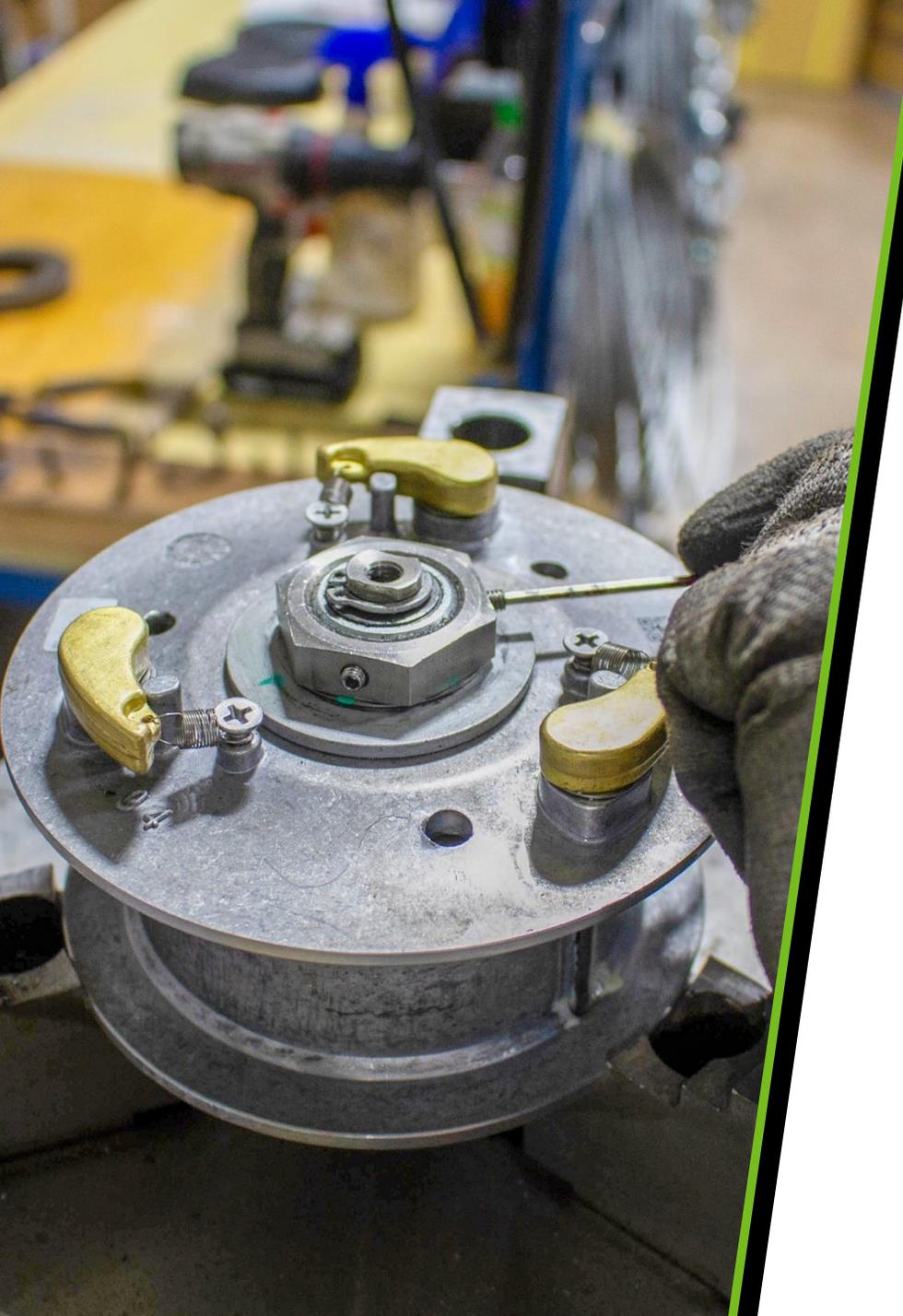


Investing in Training & Education

Join us for a next-level fall protection experience with education and training from the ground up. Our program engages each student. We deliver practical knowledge that transfers easily from activity in the course to safety on the job.

- **Immersive Learning** : Each course is an all-in experience combining lecture and hands-on modules both on the ground and at height.
 - Competent Person Course
 - Industrial Rescuer Course
 - Custom /Additional courses
- **Top-Notch Environment:** Facilities include a comfortable private classroom with advanced audiovisual capability – plus our impressive 4-story, 4,000 sq. ft. state-of-the-art testing and training lab.
- **Expert Instruction**





SERVICE & REPAIR

Save Money, Minimize Downtime



Keeping You Working

Protecting lives and livelihoods means keeping your equipment in action and on the jobsite. We offer certified service and repair on select items including rescue devices, confined space equipment and SRLs.

- Save money
- Minimize downtime
- Extend product life
- Maintain high levels of continued safety





SALES ORGANIZATION

To Be Responsive, First We Listen



Doing the Right Things

By your side or behind the scenes, we execute strategic activity-based selling that delivers tailored results.

- Joint end user presentations and sales calls
- Pull-through strategies to the customers to you
- Cooperative partnerships to stretch your sales dollar
- Private labeling to promote your brand
- Comprehensive support for open houses, trade shows and other events
- Sales managers with extensive industry experience and on-demand knowledge



AFFILIATIONS



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

IMARK
GROUP
Member Owned, Member Governed


EVERGREEN
SUPPLY NETWORK

DISTRIBUTOR PARTNERS OF AMERICA
DPA
BUYING GROUP
Partners in Business


ISEA
INTERNATIONAL SAFETY
EQUIPMENT ASSOCIATION

SAIA
SCAFFOLD & ACCESS
INDUSTRY ASSOCIATION


NetPlus
ALLIANCE

NAWIC
The National Association of
Women in Construction



The **Chamber**
LEADING BUSINESS IN CABARRUS



U.S.
LBM®



OPERATIONS

Investing in American Manufacturing

A STRONGER SAFEWAZE



Working for You

Our commitment to manufacturing in the USA and making Safewaze an employer of choice strengthens our advantage in **responding with speed and flexibility to meet your needs.**

Our expanded capacity and streamlined production, utilizing LEAN manufacturing principles, keeps us working hard for you with continued investment in our operations.

- 100,000 square foot state-of-the-art facility
- High-performance tools, equipment and processes
- Passionate people relentlessly pursuing excellence
- Every product engineered and inspected in Concord, NC





PRODUCT

From Innovation through Testing

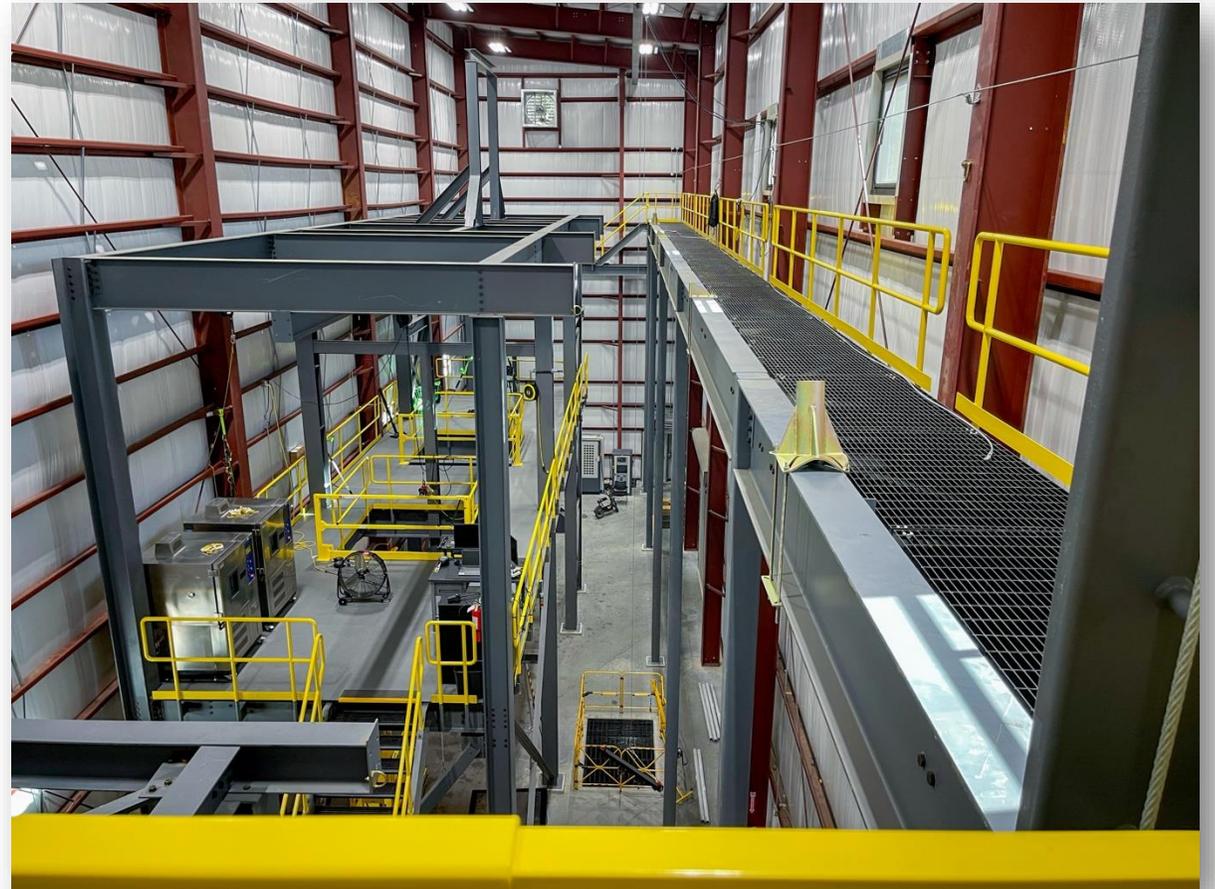
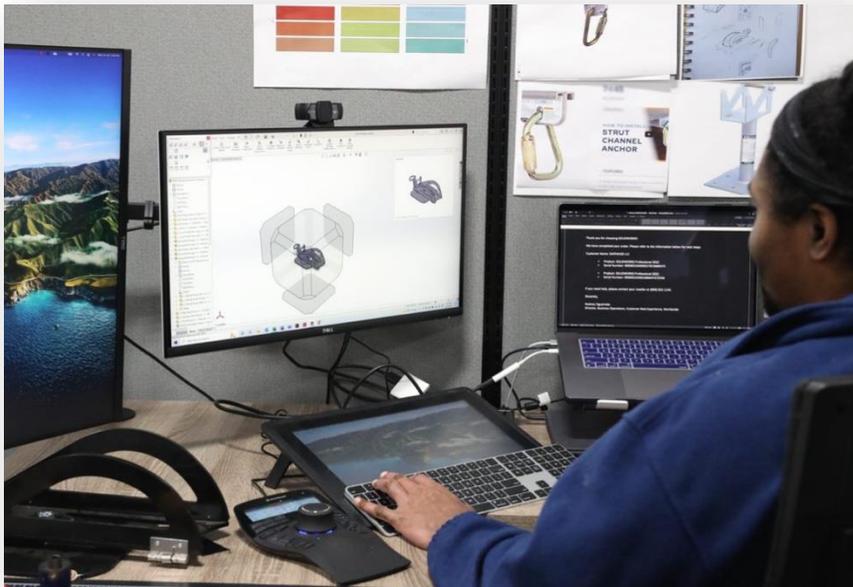
AN INNOVATIVE FORCE



Winning Products

From the spark of innovation through the trials – and literal fires – of testing, our growing team is dedicated to research and development of **products that win for our customers.**

- 4 Story, 4,000 sq. ft., OSHA certified in-house testing lab
- Increased speed to market and product exclusivity
- Proven product design and dependability on the job





MARKETING

Support to Help Your Sales Climb



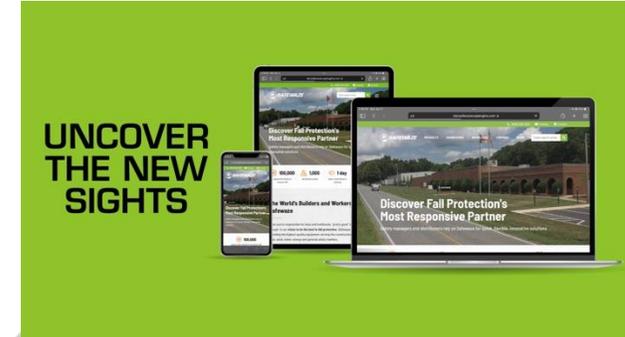
MARKETING SERVICES



Climbing Higher Together

We grow when you grow. Our marketing team is committed to providing a wide assortment of tools to do the job.

- Website – powerful filters, dynamic search, extensive library
- Product Support – descriptions, features, photography
- 2024 Catalog – comprehensive product resource
- Graphic Design – custom flyers, ads, animations
- Merchandising – branded display items
- Swag – hats, shirts, pens, stickers and more





XTIRPA™

XTIRPA

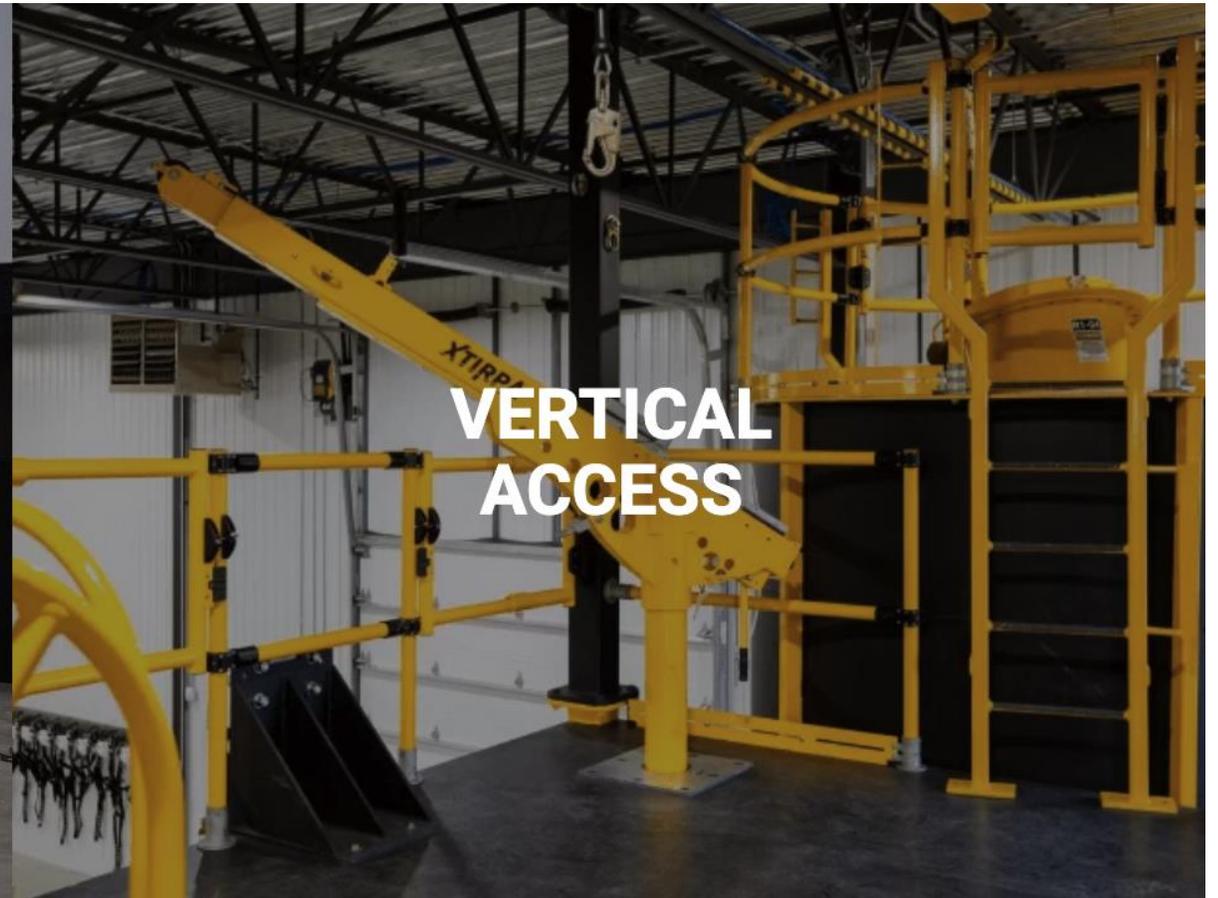
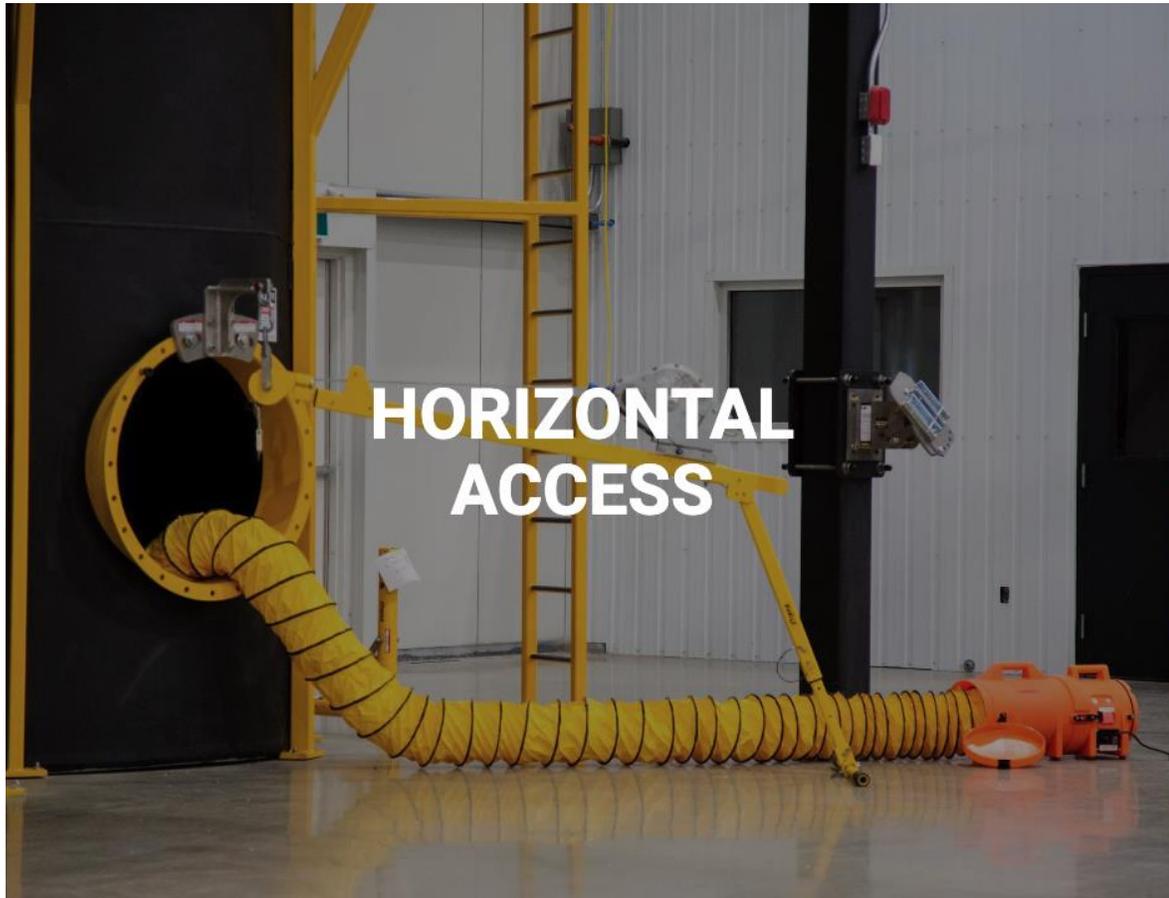
Modular Solutions for Confined Space



XTIRPA AT A GLANCE



Xtirpa is the premium global supplier of confined space fall arrest, rescue and retrieval equipment with a reputation for configurable solutions, advanced manufacturing and world-class training. Xtirpa embraces innovation to maintain a safe environment for confined space crews.





HySafe[®]

HYSAFE

Custom Fall Protection
Solutions Made Easy

HYSAFE AT A GLANCE



HySafe protects your people with engineered fall protection solutions from start to finish. HySafe pairs expertise and education to deliver a comprehensive approach to fall protection, providing options to ensure every project meets the client's exact needs for safety, efficiency, affordability and compliance.

Our Process:



ASSESS

We begin with a full assessment of your needs.



DESIGN

Qualified experts design solutions tailored for you.



ENGINEER

We provide solutions that meet or exceed industry standards.



INSTALL & TRAIN

Our experts install your system and train your employees.



RECERTIFY

Our recertification makes sure you're always in compliance.

Our Systems:

Cable Lifeline
Rigid Rail



Portable
Passive



Ladder
Confined Space



Rooftop
Custom





BEE ACCESS

The Access Industry's
Most Responsive Partner



BEE AT A GLANCE



Reach the Unreachable

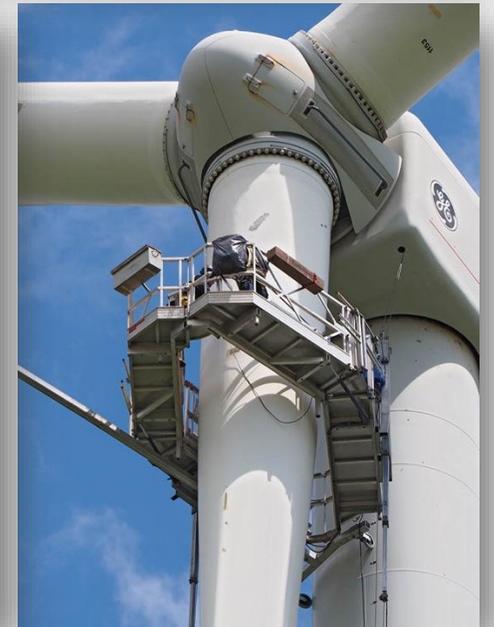
As the access industry's most responsive partner, Bee engineers and manufactures suspended access solutions.

Categories:

- Suspended platforms
- Rigging equipment
- Material hoists & transport platforms
- Permanent equipment

Trusted Brands:

- Bisomac
- Alba
- Altrex
- Up-stage
- Fixator





TESTIMONIALS

Fall Protection? We've Got
You Covered



WHAT OUR CUSTOMERS SAY



“Safewaze helps you really **understand** just how using safety equipment properly creates an even **safer workplace.**”

Eugene Love
PPE USER

“Of all the companies out there, **Safewaze is the most responsive.** They are unafraid to create unique products and are by far the friendliest to deal with. They just understand the market.”

Joey Kryz
Safety Manager, Fasteners, Inc.

“I rely on Safewaze fall protection for myself and choose to provide it for my team whenever possible. Their products offer **exceptional comfort**, are impressively **lightweight** and **maintain a strong sense of protection.**”

Neeley Pattillo
Safety Professional



HIERARCHY OF CONTROLS

The Safest Fall is the One
That Never Happens

HIERARCHY OF CONTROLS



1. Elimination
(removing the fall hazard)



2. Passive Fall Protection
(separation of hazard and worker)



3. Fall Restraint
(prevents worker from reaching hazard)



4. Fall Arrest
(safely stops a worker who has fallen)



5. Administrative
(practices & procedures warning of hazard area)



ABCD's

Fall Protection Basics

FALL PROTECTION BASICS



Anchorage, the secure point of attachment for a fall arrest system, must support the necessary load in a fall event with a suitable safety factor.

Body wear, most often a harness, safely distributes the fall forces over the worker's body and provides an attachment point for a worker's personal fall arrest system.

Connector, such as a lanyard or self-retracting lifeline, securely fastens the worker's body wear to the anchorage and arrests the fall to allowable forces.

Descent and rescue are an often overlooked yet critical component that requires advance planning and practice to ensure a fallen worker can be lowered or lifted to safety in a prompt manner, generally recognized as within 4-6 minutes.

BONUS – Education: Train early and often. Every worker should understand the job and the specific product usage for the required safety equipment. Workers and leaders alike must be empowered to recognize and question unsafe conditions.

A B C D S



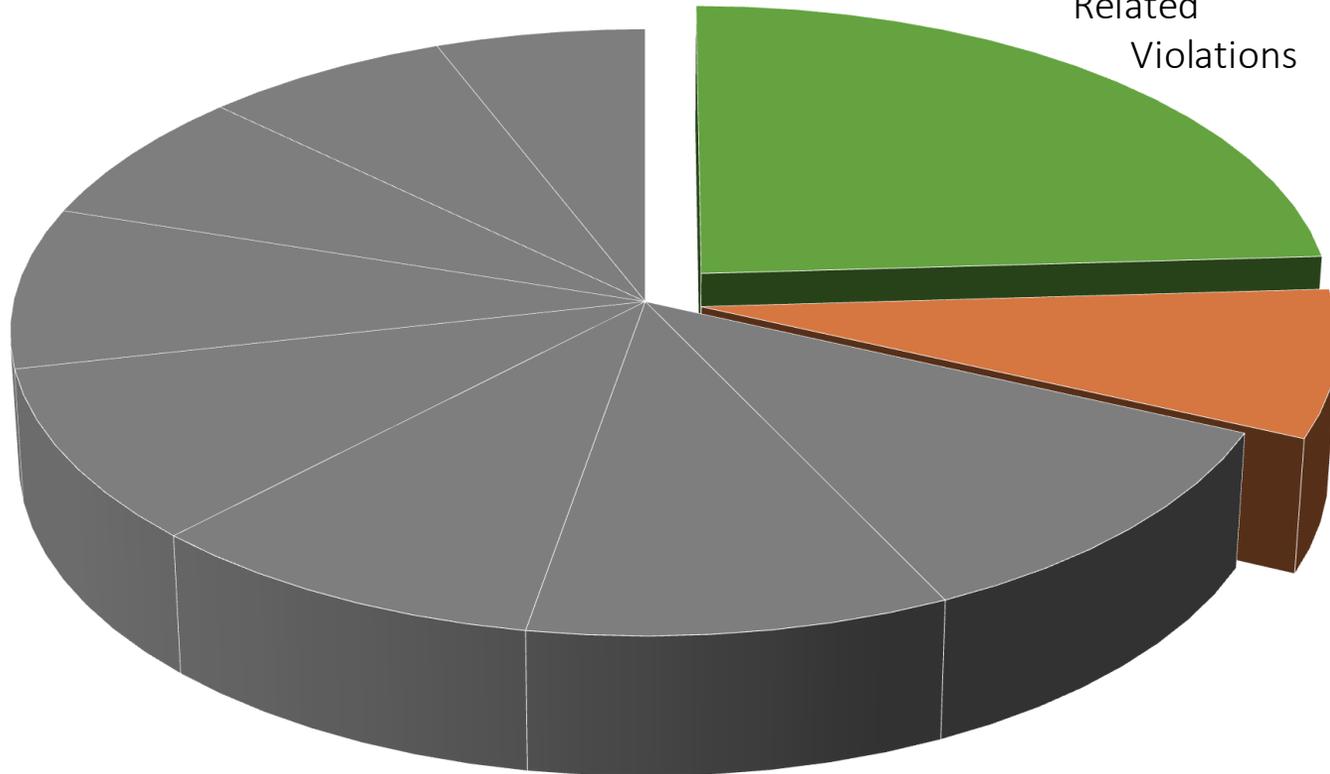
TOP OSHA VIOLATIONS

OSHA's Top 10 Violations

OSHA'S TOP 10 VIOLATIONS



32%
Fall Protection
Related
Violations



1. Fall Protection	24%
2. Hazard Communication	11%
3. Ladders	10%
4. Respiratory Protection	9%
5. Lockout/Tagout	9%
6. Powered Industrial Trucks	9%
7. Fall Protection Training	8%
8. Scaffolding	7%
9. PPE and Lifesaving Equipment	7%
10. Machine Guarding	6%

Source: OSHA FY 2024



THANK YOU!

YOUR Most Responsive Partner

