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Marigold Industrial® Launches poster campaign for construction workers

Marigold Industrial® has launched a poster campaign to encourage construction firms to promote awareness of the importance of hand protection on site.

The hand protection expert has created two new posters, which construction firms can receive as ready to print artwork free of charge, and then print and place around their sites.

Rather than take a 'You Must Wear' approach to the issue, the new posters highlight how an injury on site could affect someone in their social life, and asks workers to do themselves a favour and make sure they wear gloves on site.

According to Donald Gillespie, International Marketing Manager for Marigold Industrial Ltd, the objective behind the new posters is to make people stop and think about how an injury could impact upon their life outside work.

"A lot of traditional signage on sites tells workers what they have to do and wear, which is often backed up by Tool Box talks and health and safety training. What we wanted to do was take a fresh approach with the posters and try to be more thought provoking as to the impact a hand injury could have to them on a personal and social front.





Love your hands, we do™



"The posters have now been added to our HAP Suite™ support package, and construction companies simply need to contact us to receive the poster artwork free of charge, for printing and placement throughout their sites," he continued.

Marigold Industrial® has established a pioneering Hand & Arm Protection (HAP) training programme for the construction industry, which has been running very successfully across the UK, having been adopted by some of the biggest names in the industry.

For more information visit marigold-industrial.com

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