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Hand Protection poster campaign in extended

Hand protection expert Marigold® Industrial has extended its hand protection poster campaign following the overwhelming success of the original launch.

The original poster campaign – which highlighted how not wearing the right gloves at work could have a significant impact on someone's social and family life, encouraging glove wearing – was initially devised for the construction industry, stemming from a project the company undertook with Kier Construction.



Such was the success of the poster campaign however – with over 100 construction companies, including some of the biggest names in the industry, requesting the posters within a week of the launch - that Marigold® Industrial has produced three new generic hand protection posters to add to the existing ones.

“The original poster campaign was a fantastic success, with hundreds of businesses contacting us requesting the poster artwork for them to put up across their own sites and we feel the time is right to extend the campaign further with new posters.

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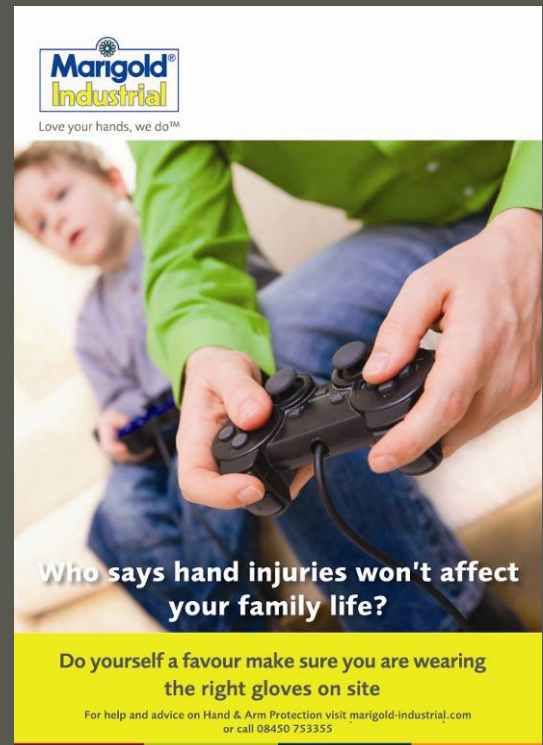


Love your hands, we do™



"The approach of using typical home and social life situations that everyone can relate to, highlighting the impact that a serious hand injury can have on someone outside their work, really struck a chord with companies and employees alike, and is a theme that has been continued with the new posters.

"And whilst the original poster campaign was aimed at the construction industry, we have designed these new posters so that they really can be used within any type of business," said Marigold Industrial's International Marketing Manager Donald Gillespie.



"As a leading manufacturer of hand and arm protection solutions, we put a great deal of time, investment and emphasis into providing businesses with a wide range of training and educational materials and the poster campaign fits in perfectly with this," added Donald.

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