

# *Safety Industry Benchmark Study Part 1*



## **1.1 Overview**

Safety equipment vendors provide life-protecting products and services to workers in highly-dangerous occupations. These vendors take their businesses and customer support very seriously and do work with limited resources. By pooling their expertise and learning best practices from each other, they can better leverage their scarce resources to greatly improve support for their customers. For this reason, FieldDay Solutions is creating a Safety Industry Benchmark Study of the service and support practices of 30 safety vendors.

The Study is being released in three parts:

- Part 1 based on public information about the vendors products and services
- Part 2 based on online surveys of the vendors
- Part 3 based on telephone interviews of the vendors

## **1.2 Vendors included in this Study**

This Study includes information about 30 vendors of safety products and services for oilfields, mines, fire departments, police forces, and other first responder organizations. Nearly every U.S. state is served by at least one of these vendors. Some of these vendors also serve Canada and other countries.

1. Accurate Safety Distributors, Inc.
2. Advance Safety Equipment Co.
3. AFC International, Inc.
4. All-Safe Industries
5. Apollo Safety
6. Argus-Hazco
7. Ashtead Technology Instrument Division
8. BISCO Environmental – NEEP Systems
9. CalOlympic Safety, Inc.
10. DiVal Safety Equipment, Inc.
11. Environmental Equipment & Supply
12. EnviroSupply & Service Inc.
13. EQUIPCO Rentals Corp. and EQUIPCO Sales & Service Corp.
14. FarrWest Environmental Supply, Inc.
15. Field Environmental Instruments, Inc.
16. Gen-El Safety & Industrial Products
17. Geotech Environmental Equipment, Inc.

18. Geotechnical Services, Inc.
19. JAECO Fire and Safety
20. Northside Sales Co.
21. ORR Safety Corp.
22. Pine Environmental Services, LLC.
23. PK Safety Supply
24. Safety Inc.
25. Safety Instruments, Inc. and Detect Services, Corp
26. Safeware, Inc.
27. Safety and Ecology Corporation
28. Total Safety U.S. Inc.
29. US Environmental Rental Corp
30. Wise/OHA/Reis Environmental

### **1.3 Part 1 Methodology**

Information for this Part was taken entirely from the Websites of the vendors. We started by looking for the particular topics in the hierarchy (menus and submenus). If this did not yield results for the particular attribute, we used the site's search engine if one was provided. Next we looked at the Site Map for useful pages not in the hierarchy. Finally, we used the site-specific search on an Internet search engine.

### **1.4 The Four Charts in Part 1**

From the vendors' Websites we sought information about four attributes:

- |   |           |
|---|-----------|
| • Products sold by the vendor by product type | Page 3    |
| • Products sold by the vendor by manufacturer | Pages 4-6 |
| • Services provided by the vendor             | Page 7    |
| • Web-based services provided by the vendor   | Page 8    |

The 30 vendors in the Study serve many high-risk occupations with hundreds of product types and manufacturers. Therefore, some selectivity was required. We zeroed in on 20 product categories and 54 manufacturers.

For services and especially Web-based services, the story is very different. Some vendors only provide products and no services at all, not even the most common services like equipment rentals. Others offer a gamut of services. We have included most of the possible services. There are a few exceptional services particular to specific customer types that have been omitted. We applaud the vendors who provide them. Examples include safety shoe mobiles, first-aid stocking services, and providing front-line support people as contractors to the customers.

Providing Web-based services is even more rare. So our charts even show some Web-based services that seem very obvious that no vendor is currently providing. These services such as video-based chat with a support person are offered in other industries.

### 1.5 Product Categories Offered by the Vendors

This chart indicates the number of products carried by the vendors based on product category. Most of the vendors offer electronic equipment and safety clothing. Beyond these, there is little consistency in offerings.

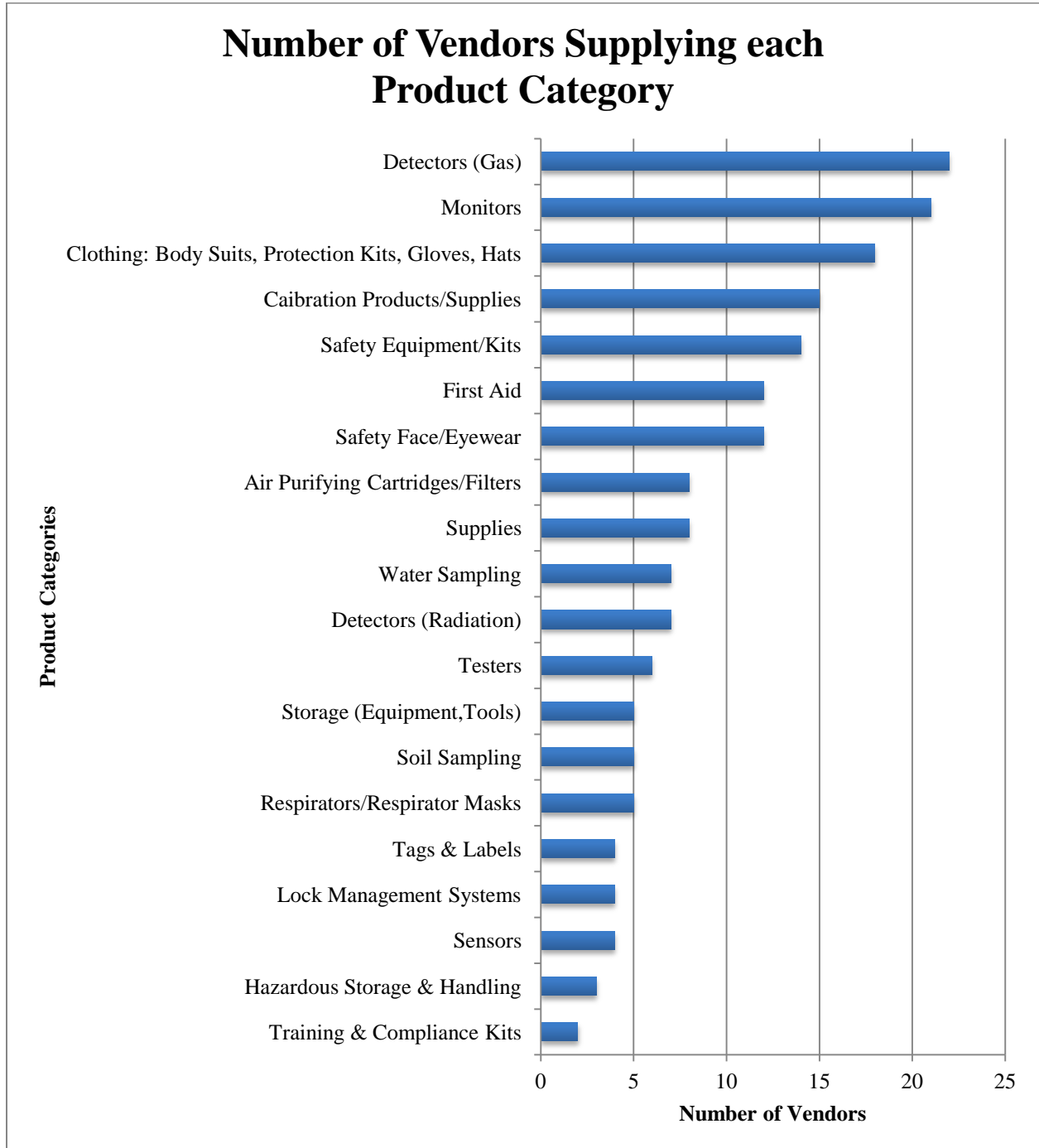


Chart 1.5 – Number of vendors supplying each product category

### 1.6 Manufacturers Represented by the Vendors

Chart 1.6 is divided into three separate sub-charts. In each case, the manufacturers who create the products are shown on the Y axis and the X axis represents the number of vendors selling those products. Because there are only a few manufacturers creating electronic equipment for safety (RAE Systems, MSA, Draeger, RKI, and others), many vendors carry their wares. Many companies manufacture safety clothing and supplies so each manufacturer only attracts a few of the vendors.

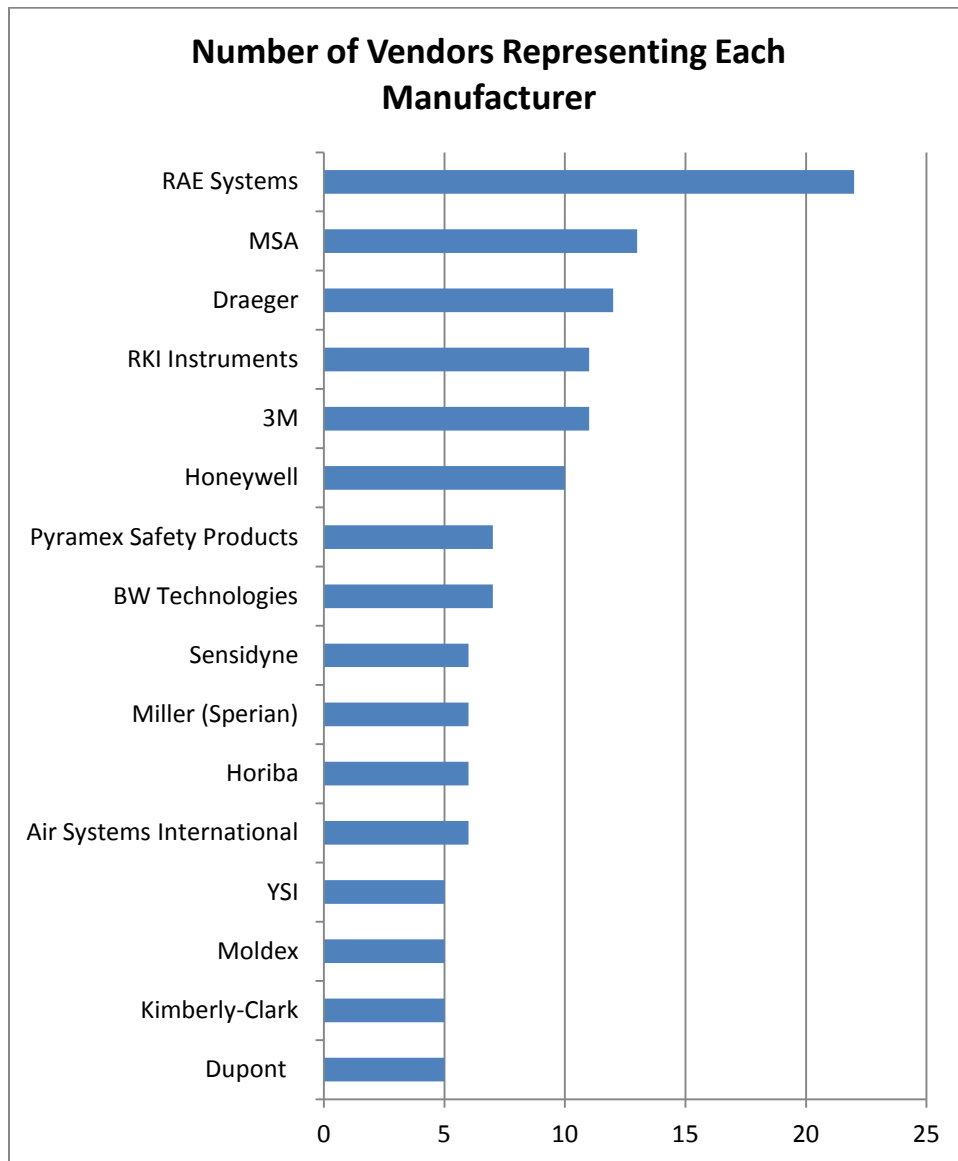


Chart 1.6a – Manufacturers represented by 5 or more vendors

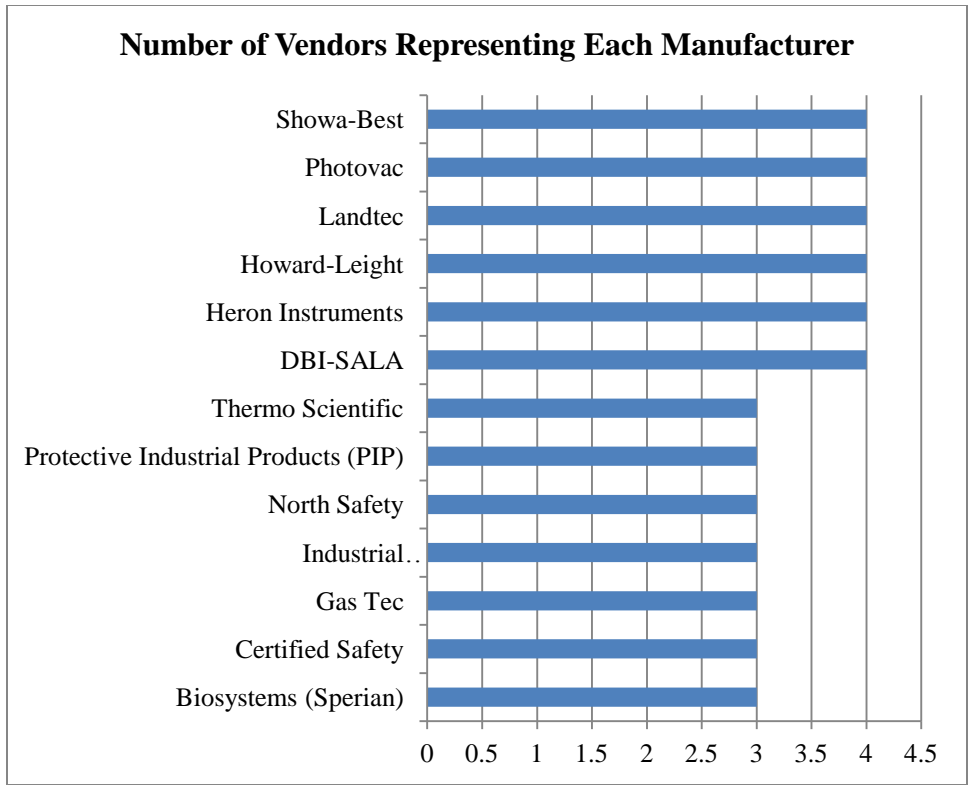


Chart 1.6b – Manufacturers represented by 3 or 4 vendors

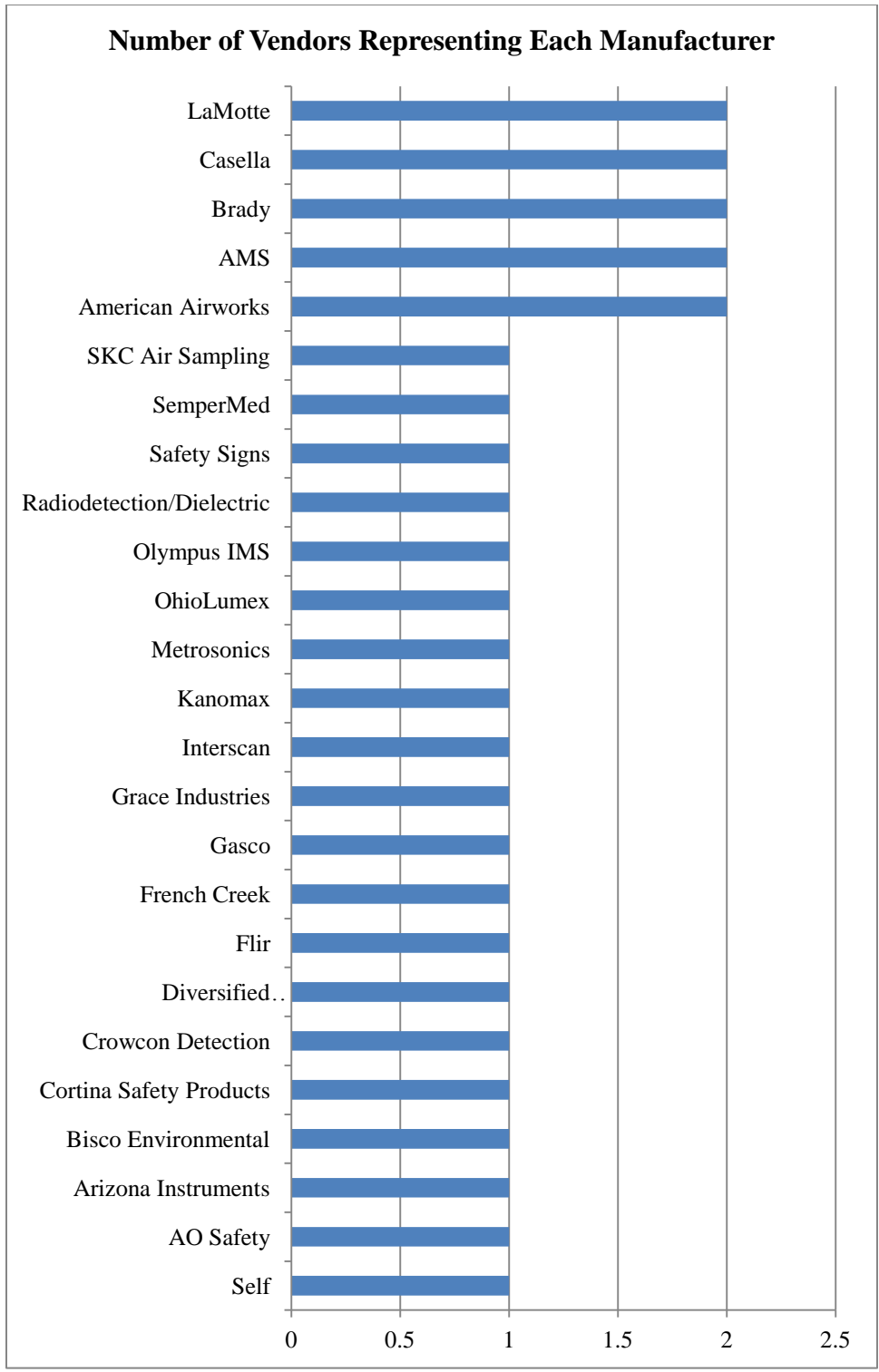


Chart 1.6c – Manufacturers represented by 1 or 2 vendors

## 1.7 Services Offered by the Vendors

Many of the services shown in Chart 1.7 have fees associated with them; others are provided without charge. Repairs, rentals, calibration, training, spares, Installations, and Asset Management are typical fee-based services.

Several of the vendors may be missing opportunities to gain a larger share of the customer wallet by failing to offer Asset Management, Installation, and Customer-Site Repairs, and Spares. This may be due to a product line that does not lend itself to these services or prohibitive set-up or operations costs. Vendors are encouraged to consider offering these services and ask themselves if benefits can result.

The focus of this chart is on services provided other than on the Web, Web-based services are shown in section 1.8.

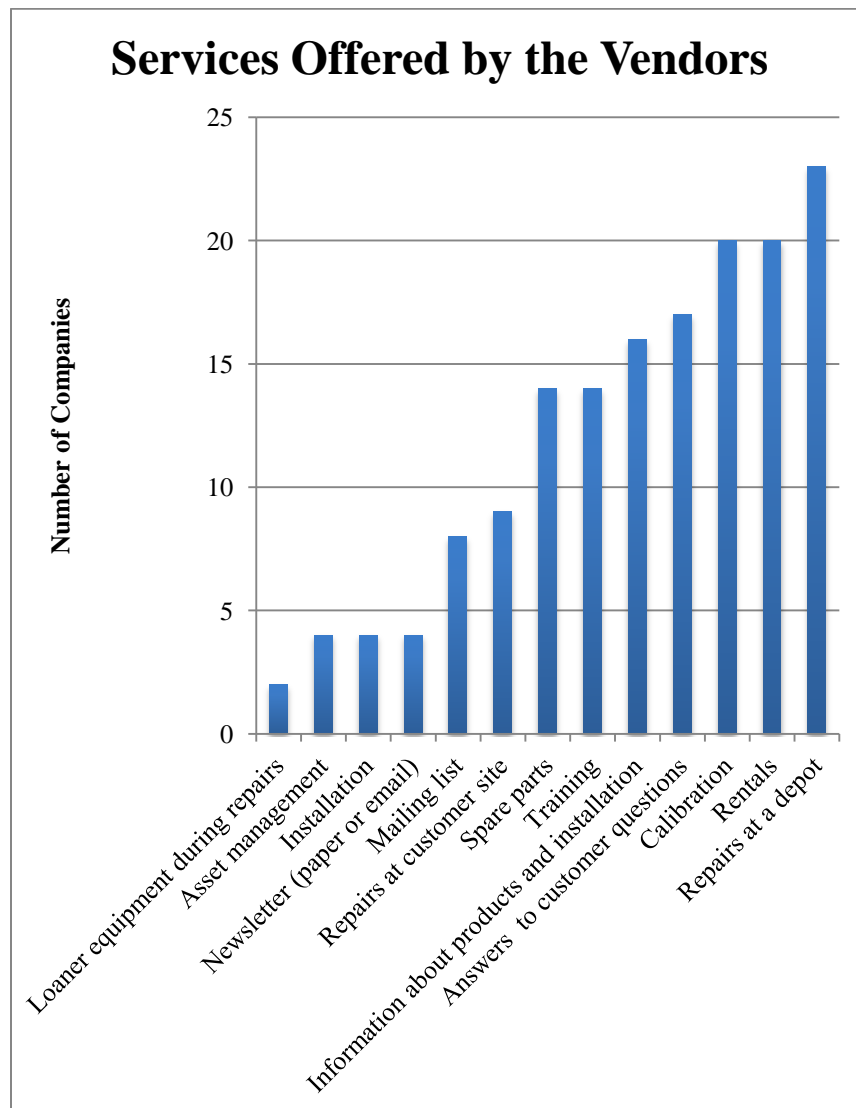


Chart 1.7 – Services offered by the vendors

## 1.8 Web-Based Services

The following chart shows the services that a customer can acquire directly from the Web. Some of the vendors have superlative Websites with outstanding information (standards, news, and events) that will cause customers and prospective customers to visit the Websites often. Often this information is in the form of links; it would be better if the information were summarized on the Website and then a link provided for more details or credence. This keeps the visitor on the vendor site. Links should be set to open a new window or tab, so that the visitor does not lose the vendor's site. Not all Websites honor the browser Back button and it is also possible that the visitor will become distracted and not return to the vendor site if it is invisible.

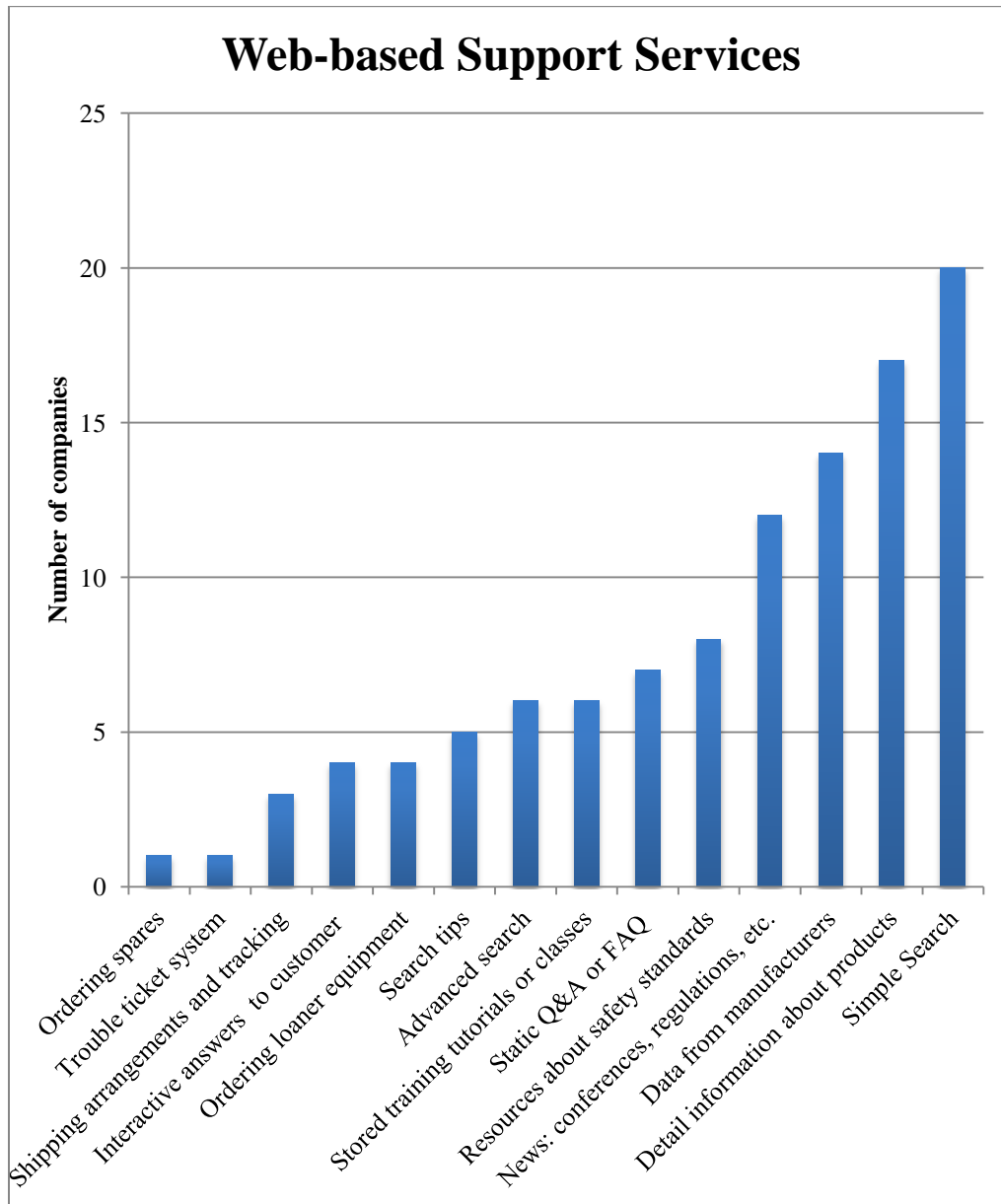


Chart 1.8 – Web-based services offered by the vendors



The disadvantage of putting actual information on the site is the need to update it. If the vendor does not have the manpower to update standards, it is better to point to sources that are kept up-to-date. For News and Events, it is better to omit these (not even providing links) if there is no bandwidth to keep them up-to-date.

Some vendors only offer news that is directly related to their products. This is a sure way to have visitors avoid the news page; better to interleave new product announcements with other News. [Blog](#) functionality is one of the best ways to offer news because customers and prospects can receive notices when the news page changes.

## **1.9 Conclusions**

The 30 vendors whose data are presented in Part 1 of this benchmark study are similar in the markets they address, typically mining, petroleum extraction, and public safety. They vary in the type of products offered. Even greater variance is found in services offered for sale or at no charge. The widest variation is in the quality and extent of Web-based support. A few vendors have outstanding Websites. Others are focused 100% on sales of equipment; these vendors are missing opportunities to form a more substantial relationship with their customers.