**PRESS RELEASE**

Distribution partnership improves business efficiency and worker safety

***22 June 2016:*** *With a geographical footprint spanning 100 countries, UK-based safety product manufacturer Brady is in the process of expanding this impressive reach across Africa, by teaming up with North Safety – a well-established and trusted regional distributor.*

For more than a century, Brady has been recognised as a specialist in the manufacture of lock-out and tag-out systems, safety labels, printers and scanners, safety software, and spill control and containment kits. The company’s product range is distributed globally to industries that include; oil, gas and petroleum; mining; food and beverage; and metal processing plants.

Due to the fact that Brady specialises solely in manufacturing, it relies on a network of distribution partners that deal directly with the end-users. Brady business development manager for South Africa and Sub-Saharan Africa, **Paulo Morais Neves** states that the company selected North as a regional distributor in late-2014, due to its proven track record and excellent reputation in the industry.

“We have had a presence in Africa for the past three years, however, our customer base has grown to such an extent that we could not manage to support all of them. Our strategy was to partner with North to complement our existing partners and set up local distributors, which are more aware of the culture, social life and the local way of doing business,” he explains.

North’s Johannesburg and Durban branches currently stock the full range of Brady products. “We are currently negotiating minimum stock orders and levels for a number of products in all North branches. North and Brady are a good match, as both companies uphold the same values, and there is a mutual understanding as to how each operates,” Morais Neves adds.

North supplies a wide range of personal protective equipment (PPE) and safety products to industries in Sub-Saharan Africa, with branches in South Africa, Mozambique, Zambia, the DRC and Kenya, and plans to expand into West Africa. According to Morais Neves, this ensures that local product delivery, support and overall customer satisfaction is dramatically improved.

“North has forged longstanding partnerships with local and international associates, while Brady’s solutions improve the safety of everyone working in the harshest of environments. Our relationship with North has proven to be effective to date, and I am confident that we will achieve success in increasing our footprint as the relationship progresses from strength-to-strength,” he concludes.

***Ends***

**Notes to the editor**To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the North link to view the company’s press office.

**About North Safety Products Africa**
North Safety Products Africa (NSPA) is one of South Africa’s leading designers, manufactures and marketers of personal protection and safety equipment products in the workplace. The company designs, develops and manufactures a comprehensive range of safety equipment. This includes: respiratory equipment; hand protection; hearing protection; eye, head and face protection; height safety; and protective clothing and footwear. North also provides technical and customer support whereby skilled professionals assist businesses with the implementation and management of their company needs. With a global reputation for high quality protective gear, pioneering technology and valuable manufacturing assistance, North prides itself on exceeding its clients’ expectations.

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