**PRESS RELEASE**

World-leading safety products take centre stage at Electra Mining 2014

***17 June, 2014:*** *With more than seven decades of success in Africa, MSA continues to show its commitment to the local mining sector through its comprehensive product exhibition at the Electra Mining Conference being held in Johannesburg in September 2014.*

Electra Mining is recognised as Africa's leading mining conference that hosts over 38 000 industry professionals from the continent under one roof. MSA Africa marketing and sales director **Paul Gibbon** notes that the event serves as the ideal platform to consolidate the company's reputation of being a global leader in the development and supply of sophisticated health and safety products.

"MSA is a preferred supplier of gas detection devices, head protection and respiratory equipment to the African market. As the African mining sector continues to boom, a greater emphasis is being placed on safety. MSA Africa is committed to maintaining its unrivalled reputation as a market leader by displaying the capabilities of its products first-hand at events such as Electra Mining," he explains.

According to Gibbon, MSA Africa’s products for the mining industry are focused on improving safety while reducing operating costs for a more efficient mining operation. "The company tailors its innovations by investing heavily in research and development specific to customer needs, which are ultimately incorporated into new product innovations," he continues.

Gibbon states that all MSA Africa product managers will provide visitors to the company's 90 m2 stand with in-depth and interactive presentations on the recently-launched products, as well as tried-and-trusted products that have been used in the local market for a number of years. The groundbreaking MSA products that will be demonstrated at Electra Mining 2014 include;

**Luminator cap lamp**

Gibbon notes that the Luminator, which was launched locally in June 2014, sets itself apart from all other cap lamps in the world, as it features a number of groundbreaking innovations which are set to dramatically improve visibility and personal safety for South African underground miners.

"A major feature is that it enhances the miner's ability to more effectively detect cracks on hanging walls, which usually represent signs of ground falls and roof collapse. By swiftly identifying these cracks, miners save valuable seconds and are able to evacuate in the event of a rock fall," he states.

This improved visibility is made possible by two state-of-the-art LEDs. The working beam is emitted by an OSLON SSL 150 high class LED and works through an internal reflection and refraction lens, which creates homogenous and halo free light.

The MSA Luminator cap lamp also features an innovative and world-first cable management solution that can be easily adjusted between 1 m and 1,6 m to minimise the risk of hooking on to obstacles that may cause serious injury to the miner.

**Altair 4X Mining multigas detector**

The only SABS-approved instrument of its kind, the Altair 4X Mining multigas detector was launched locally in August 2012 together with the revolutionary GX2 Bump and Calibration Test Station. It boasts a sensor response and clear time of less than 15 seconds, and can detect up to four gases at any given time. These include; CH4, O2, CO/H2S or CO/NO2 or H2S/SO2. The large LCD display screen makes the measurement readings easy to see.

A major benefit if the Altair 4X Mining multigas detector is its proven durability and reliability, as reported in two separate onsite incidents by satisfied MSA Africa clients. Gibbon reveals that the first incident occurred when an Altair 4X Mining detector was accidentally dropped and run over by a piece of heavy machinery used underground to move rocks blasted from the rock face.

"The instrument was lodged between the rocks, covered in dust and mud, with a broken screen. It was thought to be beyond repair until an MSA instrument technician cleaned and charged it. When he opened the shell, the screen was damaged, but the rest of the instrument was clean and untouched. The screen was replaced and the instrument is now back in full working order," he adds.

The ruggedness of the Altair 4X Mining detector was tested again when an instrument was caught in a mud rush - a sudden inflow of mud into the mine from underground openings. Mud rushes are incredibly dangerous and happen so quickly that personnel in its path are forced to run to avoid being trapped. In doing so, an instrument was lost. During the clean-up of the area nearly a month after the mud rush, the missing Altair 4X Mining detector was recovered, and seemed to be irrevocably damaged.

"Before dismantling the instrument for parts, the MSA instrument technician cleaned the product and placed it in the charging cradle overnight. The next morning, he removed the instrument from the charger and turned it on without issue. The Altair 4X Mining detector was completely unharmed, and was returned to operations immediately," notes Gibbon.

**Advantage 400 half mask**

The latest addition to the MSA Advantage range of full face and half masks was launched in mid 2012. The 400 series features exceptional comfort and sophisticated design. An important characteristic of the Advantage 400 is its user-friendliness, thanks to an innovative patent-pending single loop head harness that provides the user with comfort and flexibility. The range is available with a single thread (Advantage 410) and a bayonet twin (Advantage 420) connection.

Gibbon indicates that the Advantage 400 series enables the user to swiftly adjust the mask according to individual requirements. "The user simply has to place the cradle on their head and put the face piece in place, before pulling down on the front straps until the mask fits comfortably. From there, both straps are pulled evenly for the correct fit. The Advantage 400 range also features a multi-ethnic face seal, with reduced slippage in hot and humid conditions."

**V-Gard hard hats**

MSA Africa offers the ideal head protection solution for miners with its stylish range of patented V-Gard hardhats, which provide high comfort and performance levels for protection against various hazards. Gibbon points out that the V-Gard range has become a well recognised product worldwide and has a proven track record for saving people's lives, and is characterised and easily identified by the trademark 'V' on top. "It has been adapted to the needs of different user profiles in order to offer the safest and most comfortable protection in the industry."

Gibbon believes that MSA Africa is well positioned to improve market share by exhibiting at Electra Mining 2014. "This event exposes the MSA Africa product range to vast array of potential clients, ranging from some of the most high-profile decision makers, to up-and-coming junior operations. Bearing this in mind, I am optimistic of generating new business leads, while further strengthening existing customer relationships as a direct result of this exhibition," he concludes.

The MSA Group is celebrating its 100th anniversary as the world's leading manufacturer of high-quality safety products in 2014. In recognition of this milestone, the company's Electra Mining exhibition stand will feature a timeline of MSA's progression over the last century.

Electra Mining is being hosted at the Nasrec Expo Centre in Johannesburg from 15 to 19 September 2014. MSA Africa will be exhibiting at Stand E28 in Hall 5 throughout the duration of the event. For more information visit [www.electramining.co.za](http://www.electramining.co.za/EN/Content/Pages/Home)

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**Notes to the Editor**  
There are numerous photographs specific to this press release. Please visit [http://media.ngage.co.za](http://media.ngage.co.za/) and click the MSA Africa link.

**About MSA**  
MSA been the world's leading manufacturer of high-quality safety products since 1914. MSA products may be simple to use and maintain, but they’re also highly-sophisticated devices and protective gear - the result of countless R&D hours, relentless testing, and an unwavering commitment to quality that saves lives and protects thousands of men and women each and every day. Many of MSA's most popular products integrate multiple combinations of electronics, mechanical systems, and advanced materials to ensure that users around the world remain protected in even the most hazardous of situations. MSA's dedication to safety has been the key to its impressive year-over-year growth. In eight of the past ten years, MSA has achieved record growth numbers, with annual revenues of more than US$1 billion.

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