MSA's Consumer Products Brand Wins Prestigious NRHA Environmental Packaging of the Year Award

PITTSBURGH, May 2, 2011 /PRNewswire/ -- Global safety equipment manufacturer MSA (NYSE: MSA) announced today that its Consumer Products Brand, MSA Safety Works, has been awarded the 2011 Environmental Packaging of the Year Award by the North American Retail Hardware Association (NRHA) for their MSA Safety Works Espresso™ Polarized Safety Glasses packaging. The Environmental Packaging of the Year Award is presented to the company that has made the greatest advancements in the field of environmental packaging. The packaging for MSA Safety Works Espresso Safety Glasses contains eight percent less plastic and one third less cardstock insert material than standard models of eyewear.

(Photo: http://photos.prnewswire.com/prnh/20110502/NE93158)

"We're especially proud and humbled to receive this NRHA award, as it represents an industry acknowledgement of our efforts to promote product packaging that makes sense for both MSA retailers and our end users," said John Quinn, MSA Safety Works Retail Segment Manager. "Everyone in the retail channel has noticed the recent increase in consumer interest in environmentally-sensitive packaging, but for MSA Safety Works, we've been following this approach for more than a decade. We are proud that most of our product packaging can be reused for product storage, which is an important attribute for safety products and also a great way to help protect the environment."

Unlike the largely non-recyclable PVC plastic found in most blister-type packaging, MSA Safety Works' clamshell packages are made of PETE plastic, the most commonly recycled plastic in North America. Additionally, the PETE plastic used in the packaging for Espresso Safety Glasses is made with post-consumer recycled material, yet is still clear enough to properly display the high-end, designer-styled safety glasses inside. What's more, the cardstock insert material inside each Espresso Safety Glasses packaging is certified by the Forest Stewardship Council (FSC), the highest social and environmental standard in the market.

With all of these added features, MSA's Espresso Safety Glasses packaging meets the environmental "3 Rs" - Reduce, Reuse and Recycle. They are made with less material, they are able to be reused for long-term product storage, they are made from post-consumer recycled material, and they are recyclable in most community programs.

MSA will formally accept the Environmental Packaging of the Year Award at the National Hardware Show in Las Vegas on May 10, 2011.

About MSA Safety Works

MSA Safety Works is a leader in the consumer safety products channel, with thousands of retailers and dealers carrying its products. MSA Safety Works products are available at leading hardware stores, paint stores and home centers across North America. MSA's retail products are categorized by protection area – respiratory, eye, hearing, head, body and first aid – to simplify selection for consumers and contractors.

About the NRHA

The North American Retail Hardware Association has been serving the needs of independent hardware retailers in the United States and Canada for more than 108 years. The NRHA's purpose is to help independent home improvement retailers become better and more profitable merchants. The NRHA Packaging and Merchandising Awards Program is designed to encourage and recognize the development of innovative packaging and merchandising.

About MSA

Established in 1914, MSA is a global leader in the development, manufacture and supply of safety products that protect people's health and safety. Many MSA products typically integrate any combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life threatening situations. The company's comprehensive line of products is used by workers around the world in the fire service, oil, gas and petrochemical industry, homeland security, construction, mining and other industries, as well as the military. Principal products include self-contained breathing apparatus, gas masks, gas detection instruments, head protection, ballistic body armor, fall protection devices and thermal imaging cameras. The company also provides a broad range of consumer and contractor safety products through retail channels. These products are marketed and sold under the MSA Safety Works brand. MSA has annual sales of approximately $1 billion, manufacturing operations in the United States, Europe, Asia and Latin America, and more than 40 international locations. More information about MSA is available on the company's Web site at www.msanet.com , or visit www.msasafetyworks.com for additional information on consumer products.

SOURCE MSA

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