MSA Expands Coverage and Growth Opportunities with New Fire Service Partnership

L.N. Curtis and sons Becomes Newest Fire Service Distributor for MSA

PITTSBURGH , Sept. 7, 2017 /PRNewswire/ -- Global safety equipment manufacturer MSA Safety (NYSE: MSA) today announced a new partnership agreement with L.N. Curtis and sons, Inc. to sell MSA's industry-leading line of fire service products in the United States and to federal government agencies worldwide. Under the terms of the agreement, which is effective November 1, 2017, Curtis is authorized to sell MSA's breakthrough G1® SCBA, the G1 Integrated Thermal Imaging Camera (iTIC), Cairns® Fire Helmets, Altair® Portable Gas Monitors, and firefighter protective clothing and boots from Globe Manufacturing, which MSA acquired in July. Curtis has a longstanding relationship with Globe Manufacturing and, prior to the acquisition, served as the largest distributor of Globe products.

Based in Oakland, Calif., Curtis is one of the largest distributors of fire service equipment in the Western U.S. The company was founded in 1929 and has approximately 240 employees, 35 mobile specialist and service technicians, six protective clothing (i.e. turnout gear) cleaning and repair locations, and a territory that spans 13 states and U.S. government facilities worldwide.

The partnership is part of MSA's ongoing efforts to enhance an already strong position in the U.S. fire service market, explained Steve Blanco, President of MSA's business in the Americas. "Adding such a highly respected company as Curtis to our distribution network effectively doubles our sales coverage in a key geographic region for MSA, and it expands our reach into rural markets as well as several large cities," he said. "Naturally, we see these opportunities as a potential driver of revenue growth, but also as an opportunity for MSA to extend the reach of our brand to fire departments that may not be familiar with our entire portfolio of industry-leading safety products."

"Partnering with MSA enables us to provide high quality products and a level of customer service that is backed by a mutually strong commitment to integrity," said Curtis President Paul Curtis. "MSA represents the type of aspirational brand that our customers look to us to represent. In addition, our core values align exceptionally well, our organizations both care deeply about the safety of firefighters and together we can devote more resources to help protect our customers."

"Through their extensive experience and solid customer relationships, Curtis provides a level of market reach and support that will further strengthen our existing and already-strong network of MSA-authorized distributors," continued Mr. Blanco. "And this means we now have an opportunity to capture even greater market share in the U.S. fire service – now and in the months and years ahead."

About MSA

Established in 1914, MSA Safety Incorporated is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. Many MSA products integrate a combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life-threatening situations. The company's comprehensive product line is used by workers around the world in a broad range of markets, including the oil, gas and petrochemical industry, the fire service, the construction industry, mining and the military. MSA's core products include self-contained breathing apparatus, fixed gas and flame detection systems, portable gas detection instruments, industrial head protection products, fire and rescue helmets, and fall protection devices. With 2016 revenues of $1.15 billion, MSA employs approximately 4,600 people worldwide. The company is headquartered north of Pittsburgh in Cranberry Township, Pa., and has manufacturing operations in the United States, Europe, Asia and Latin America. With more than 40 international locations, MSA realizes approximately half of its revenue from outside North America. For more information visit MSA's web site at www.MSAsafety.com.

About Curtis

Founded in 1929, Curtis is a leading distributor of products and services for firefighters and emergency responders. The company is headquartered in Oakland, Calif.., and has multiple locations throughout the Western United States. Curtis' core product lines include respiratory equipment, personal protective equipment, rescue tools, and water flow equipment. Additional resources for emergency responders are offered through the Curtis family of companies that include Firefighters Bookstore and ECMS, which provides care and maintenance of firefighter clothing. For more information, visit www.LNCurtis.com .

View original content with multimedia:http://www.prnewswire.com/news-releases/msa-expands-coverage-and-growth-opportunities-with-new-fire-service-partnership-300515933.html

SOURCE MSA

For further information: Media Relations Contact: Mark Deasy, (724) 741-8570, Investor Relations Contact: Kenneth Krause, (724) 741-8534

---

https://news.msasafety.com/2017-09-07-MSA-Expands-Coverage-and-Growth-Opportunities-with-New-Fire-Service-Partnership,1