



Press Release:

NOSA concludes co-branding agreement with North Safety Products (Africa)

13 August 2012

MICROOmega's subsidiary company NOSA has concluded a five year co-branding agreement with North Safety Products (Africa), a division of the North Safety Products Global group. The agreement means that approximately 275,000 hard hats with the NOSA brand will be sold in the South African market on an annual basis.

This is the third agreement with suppliers of personal protective equipment (PPE) concluded by NOSA. The other two agreements include a five year contract with BATA Industrials' who are co-branding their entire safety footwear range; and a ten year contract with Bull Workwear, a manufacturer of overalls and protective wear. Since the rebranding more than 1.2 million BULL NOSA branded PPE garments have entered the market annually.

"The idea behind these initiatives is that the workforce will be continuously engaging with the NOSA brand and what it represents", says Justin Hobday, NOSA Managing Director. "Over the past 60 years NOSA has become synonymous with stringent health and safety compliance. Each time a worker puts on the protective clothing they will see the NOSA logo and this will hopefully affirm what the NOSA safety systems represent in the workplace".

North Safety Products has been supplying PPE to South Africa for over 50 years. "The ongoing investment in product development and improvement ensures that North Safety products meet customer expectations and international standards and specifications", says Louis Antonopoulos, National Commercial Manager of North Safety Products. "So who better to jointly-brand a range of our hard hats with than the leaders in HSE? NOSA was an obvious choice for us to partner with as they have a strong brand in the safety industry and this lends credibility to our products", Antonopoulos adds.

Greg Morris, Chief Executive Officer of MICROOmega states: "There is more pressure on companies to prioritise occupational health and safety in the workplace. As a result there has been an increased demand for NOSA's products and services which has in turn contributed to the company's growth and diversification". NOSA will receive royalties for the use of its brand on the PPE, but more importantly, these initiatives will hopefully improve the health and safety performance of companies across Africa.

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Notes to editors

NOSA (Pty) Ltd is a wholly owned subsidiary of MICROOmega Holdings. It is the leading global supplier of occupational risk management services and solutions, and is proudly the most recognised brand in the SHEQ risk management industry. It is the exclusive provider of both the NOSA Five Star Grading System and SAMTRAC

MICROOmega is a holding company with controlling interests in operating subsidiaries. Our businesses are primarily focused at the provision of information technology, financial, occupational health and safety, and labour supply services. MICROOmega is a public company listed on the Johannesburg Stock Exchange under the support services sector.

Core Brands:

