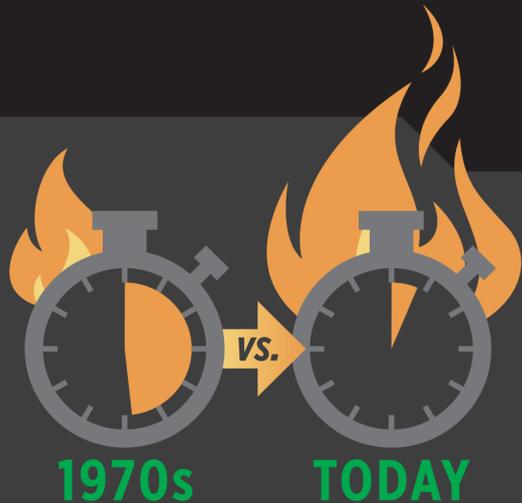


A CHANGING WORLD

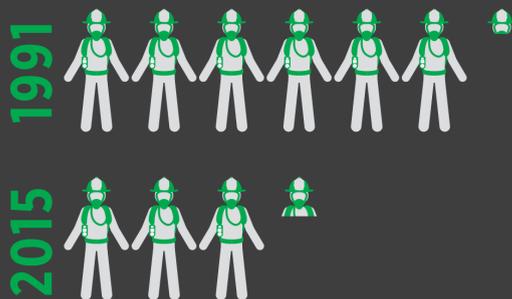
THE NATURE OF FIREFIGHTING IS EVOLVING.

Fires are burning hotter and faster, and today's firefighters are being asked to do more with less people and money. When you combine these factors with the technology revolution happening in firefighter protection, the approach to safety gear is taking on new dimensions and challenges.



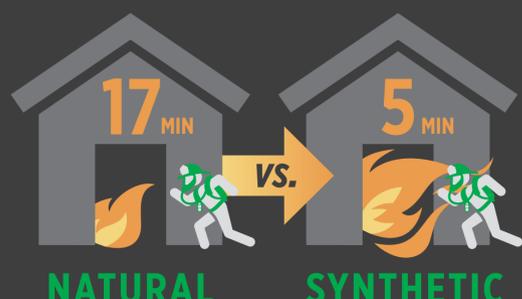
Time to Flashover in a Legacy Room vs. Modern Room¹

It only takes 3 minutes and 40 seconds for a modern room, filled with today's synthetic materials, to flashover, compared to almost 30 minutes for a room with natural materials from the 1970s.



Rate of Firefighters per 1,000 Population in 1991 vs. 2015²

Firefighter numbers are dropping lower than ever before. There were only 3.36 firefighters protecting each 1,000 people in the United States in 2015, compared to 6.22 firefighters in 1991.



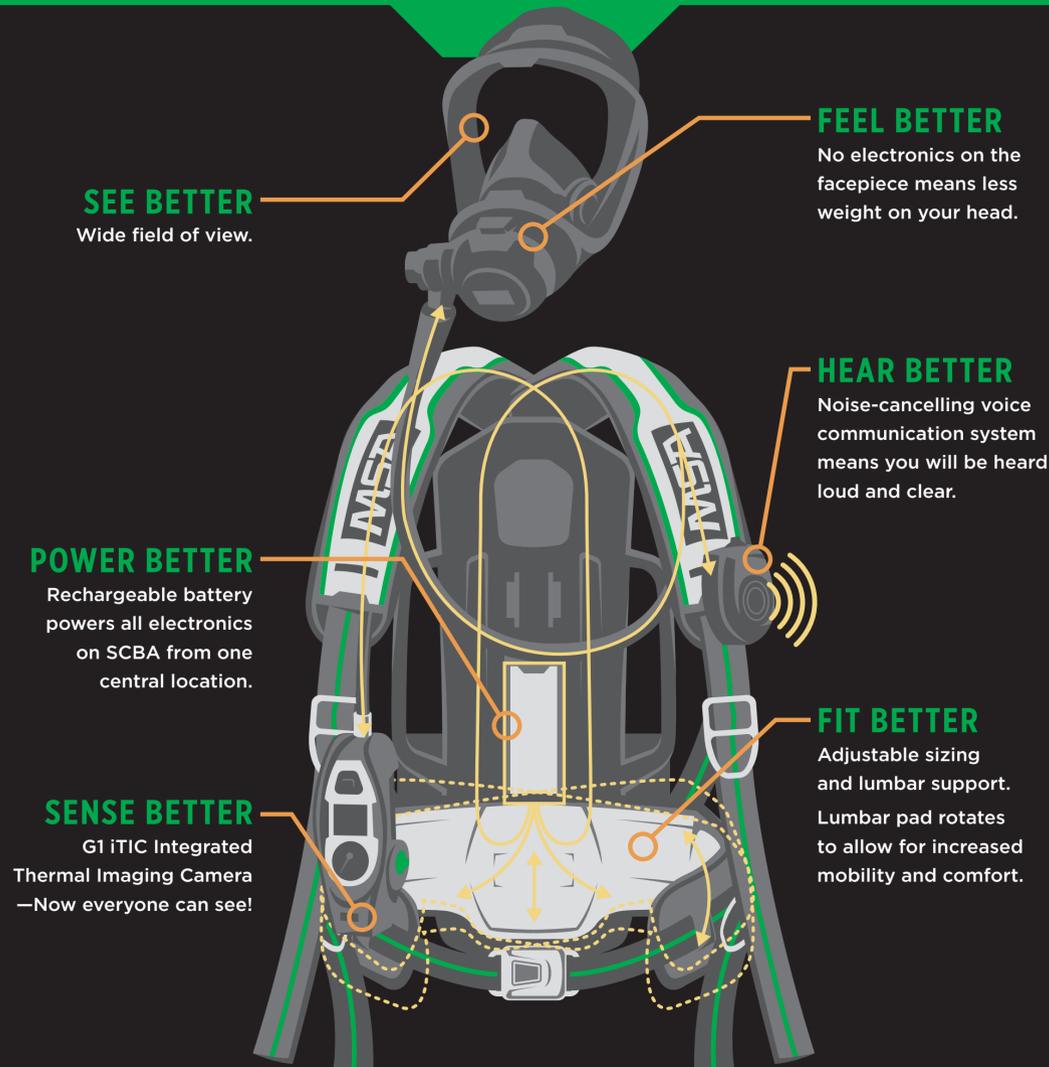
Average Rescue Time When Natural Materials Burn in a Home vs. Synthetic Materials³

When structural fires burned natural materials such as wood or cotton, firefighters had an average of 17 minutes of rescue time before victims succumbed to smoke inhalation. Due to modern synthetic construction and furnishing materials, that time is down to four or five minutes.

MSA CAN HELP

MSA can help to keep your team safer in today's dynamic fire environment. The G1 SCBA provides the revolutionary safety capabilities of today with the ability to be seamlessly updated as technology changes in the future.

MSA is the first manufacturer to provide a platform-oriented safety-as-a-system SCBA.



Keep All Your Senses Clear, Even in the Most Dangerous Environments

Real safety is not only about air supply; it's about being able to see, hear, and react to an incredibly risky and quickly changing situation. The G1 SCBA's noise-cancelling voice, integrated TIC, and advanced situational awareness features will radically improve situational awareness to help your team make faster, better decisions.

Customize an SCBA to Protect Each Firefighter Against Physical Stress

You need to keep your team physically safe immediately and long term. With no electronic parts on the face piece, a more comfortable, secure fit, and adjustable sizing and lumbar support, your team will be more comfortable, more effective, and will be protected from physical wear and tear.

GIVE YOUR FIREFIGHTERS TOMORROW'S SCBA ON TODAY'S PACK

The G1 SCBA prepares you for the future on the same piece of equipment you buy now. Its integrated technology platform allows electronic capabilities to be added seamlessly to the pack—without having to tack on expensive hardware. A central, rechargeable battery cuts down the need to buy, replace, and monitor alkaline batteries. But most importantly, the entire system is covered by the most complete 15-year warranty in the industry so you can plan and stick to more predictable budgets.



¹Source: Simulated Living Room Fire Study, Underwriters Laboratories (UL), UL Firefighter Safety, November 2009. <https://www.youtube.com/watch?v=LsReYgKpHBE>
²Source: U.S. Fire Department Profile, National Fire Protection Association, 2017. <http://www.nfpa.org/news-and-research/fire-statistics-and-reports/fire-statistics-the-fire-service/administration/us-fire-department-profile>
³Source: Hotter and Faster: How to Fight a Modern Fire, Patience Haggin, Time.com, July 2012. <http://newsfeed.time.com/2012/07/14/hotter-and-faster-how-to-fight-a-modern-fire/>