



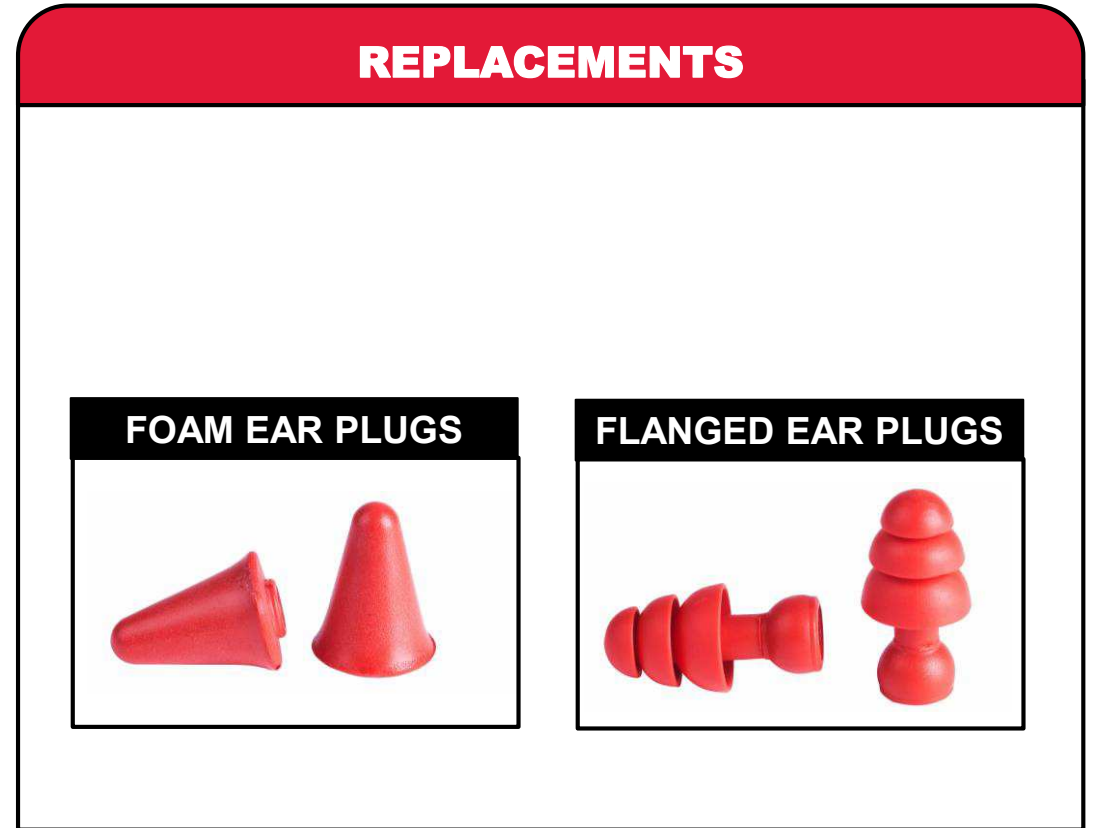
Nothing but **HEAVY DUTY.**



# NEW PRODUCT LAUNCH

## BANDED EAR PLUGS





ITEM #	DESCRIPTION	KIT INCLUDES
48-73-3201	Banded Ear Plugs	1 Band, 1 Pair of Foam Ear Plugs, & 1 Pair Flanged Ear Plugs
48-73-3205	5 Pairs Replacement Flanged Ear Plugs	5 Pairs of Flanged Ear Plugs
48-73-3206	5 Pairs Replacement Foam Ear Plugs	5 Pairs of Foam Ear Plugs

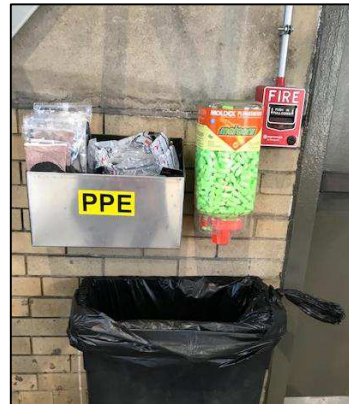
Preorders:	NOW
Orders Ship:	01.11.2021



### Users



### Primary Applications



Hearing protection is used by all core trades to protect against hazardous jobsite noise. OSHA recommends that users not be exposed to a noise level greater than an average of 85 decibels over 8 hours\*.

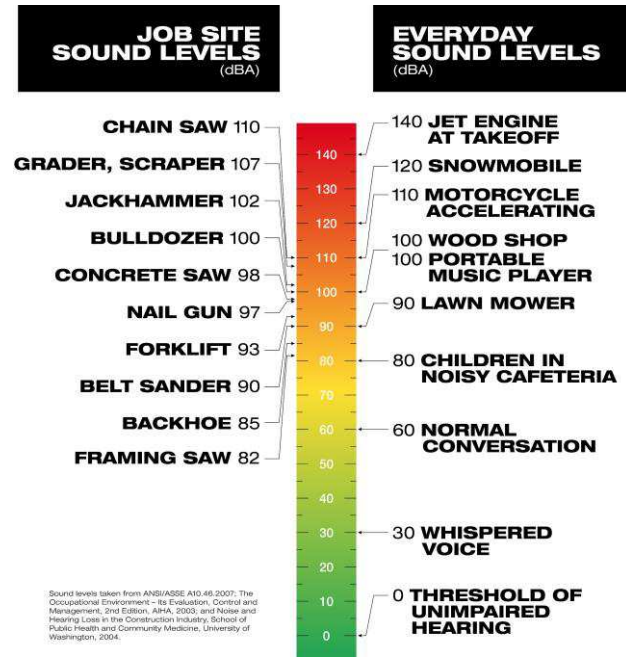
The CDC estimates that 22 million workers are exposed to potentially damaging noise each year.

\*Reference FAQ's for more information

## OCCUPATIONAL EXPOSURE LIMIT

### 29 CFR 1926.52

- 29 CFR 1926 is a part of OSHA' Construction Industry Regulations.
- When employees are subjected to sound levels exceeding 85dB then the employers must make hearing protection available.
- 85dBA is the permissible exposure limit (PEL) when OSHA recommends wearing hearing protection.**



## NOISE INDUCED HEARING LOSS

- The longer the time the user is exposed the more critical it is that a user wears hearing protection to protect against Noise Induced Hearing Loss (NIHL).
- According to NIOSH & the CDC, **50% of construction workers experience some form of hearing loss over their time in the trade.**
- There are steps and protocols within the **hierarchy of controls** that can limit or reduce the exposure.
  - Examples: quieter tools, pre-task planning, etc.

**Did you know that hearing loss is one of the most common work-related illnesses in the United States?**

**50%** of construction workers have some job-related hearing problem, including hearing loss or ((ringing, whistling, buzzing, or humming)) in the ears (tinnitus).

**You can do something to prevent hearing loss. Buy Quiet!**

OSHA NIOSH CPWR THE CENTER FOR CONSTRUCTION RESEARCH AND TRAINING

<http://www.cdc.gov/niosh/topics/buyquiet>





# BANDED EAR PLUGS STANDARDS

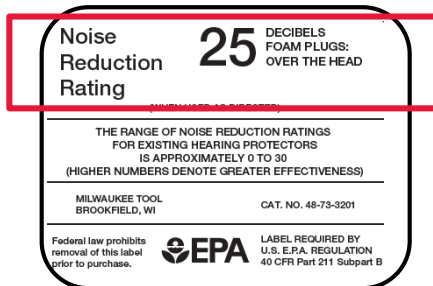
## NOISE REDUCTION RATINGS

### Noise Reduction Rating (NRR)

- OSHA utilizes Noise Reduction Rating or NRR to rate ear plugs.
- NRR measures the effectiveness of hearing protection to decrease sound exposure. **The higher the NRR number associated the greater the potential for noise reduction.**

### Units of Measurement:

- There are two different levels of measurement when talking about hearing exposure – dB & dBA.
- dB** is in relation to the NRR
  - Ex: our ear plugs have an NRR of 25dB so this can be used to assess the comparison of the noise level between an unprotected ear and when hearing protection is worn.
- dBA** is in relation to the individual's perception of noise (sound exposure) weighted over time.
  - Ex: an average of competitive Breaker's noise level is 102dBA over 8 hours.



NRR is listed on packaging



## BANDED EAR PLUGS NRR

### Orientation

- The orientation of the band and foam vs. flanged ear plugs impacts the NRR of the Banded Ear Plugs.
- Due to industry regulations, we take the lowest NRR in all orientations and claim that on packaging.
- The lowest NRR is 25dB.**

<b>BEHIND THE HEAD</b>	<b>BELOW THE CHIN</b>	<b>ON TOP OF THE HEAD</b>

ORIENTATION	FOAM NRR	FLANGED NRR
BEHIND THE HEAD	26dB	26dB
BELOW THE CHIN	26dB	26dB
ON TOP OF THE HEAD	<b>25dB</b>	26dB

# BANDED EAR PLUGS IS RATED TO AN NRR OF 25dB





Nothing but **HEAVY DUTY.**



# BANDED EAR PLUGS



## User Frustrations



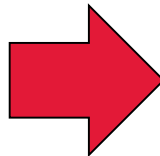
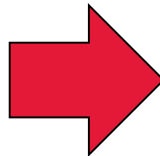
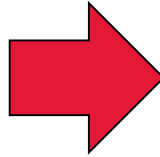
Users want to wear their hearing protection in multiple orientations.



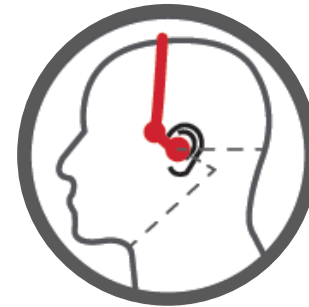
The band sits far away from the user's head, pulls down on the user's ears, and becomes uncomfortable over time.



Users are only given one style of ear plug that may be uncomfortable for them.



## MILWAUKEE™ Solutions



**ADAPTABLE DESIGN**  
BELOW THE CHIN, ON TOP OF THE HEAD, & BEHIND THE HEAD



**LOW PROFILE BAND**  
ADJUST FOR A SECURE FIT



**INTERCHANGEABLE EAR PLUGS**  
PERSONAL PREFERENCE (FOAM & FLANGED INCLUDED)

Pre-Order Date: **NOW**

Show Online: **11.13.2020**

Launch Ship Date: **01.11.2021**



- All Day Comfort. Versatile Wear.
- Adaptable Design. 3-Point Wear.
- Secure Fit, Low Profile Band
- Comfortable, Interchangeable Ear Plugs
- Includes Foam and Flanged Ear Plugs
- Noise Reduction Rating (NRR) of 25dB



**NRR**  
**25**



ITEM #	DESCRIPTION	BUY PK	PACKAGING	UPC
48-73-3201	BANDED EAR PLUGS	12	BLISTER	045242552498
48-73-3205	5 PAIR REPLACEMENT BANDED FLANGED EAR PLUGS	12	POLYBAG	045242592210
48-73-3206	5 PAIR REPLACEMENT BANDED FOAM EAR PLUGS	12	POLYBAG	045242592227













# BANDED EAR PLUGS

## COMPETITIVE LANDSCAPE

						
BRAND	MILWAUKEE®	RADIANS	MOLDEX	3M	HONEYWELL	3M
MODEL #	48-73-3201	RB1100	6506	90537-6DC	QB2HYG	350-1100
NRR	25dB	23dB	25dB	28dB	25dB	24dB
3 POINT WEAR	YES	NO	NO	NO	NO	YES
SECURE FIT, LOW PROFILE BAND	YES	NO	NO	NO	NO	NO
INTERCHANGEABLE FOAM & FLANGED EAR PLUGS	YES	NO	NO	NO	NO	NO
KIT INCLUDES	Band + 1 Pair Flanged Ear Plugs + 1 Pair Foam Ear Plugs	Band + 1 Pairs of Ear Plugs	Band + 2 Pairs of Foam Ear Plugs	Band + 1 Pair of Foam Ear Plugs	Band + 1 Pair of Foam Ear Plugs	Band + 1 Pair of Flanged Ear Plugs

**ALL DAY COMFORT. VERSATILE WEAR.**

### APPLICATION IMAGES



### BLOCK IMAGES



### ADDITIONAL DIGITAL ASSETS

KIT INCLUDES	
	<b>Banded Hearing</b>
	<b>Foam Ear Plugs</b>
	<b>Flanged Ear Plugs</b>

**ALL DAY COMFORT**  
**VERSATILE WEAR**

**Comfortable, Interchangeable Plugs**  
Foam & flanged ear plugs included

**Secure Fit**  
Low-profile band

**Adaptable Design**  
3-point wear

STAY SAFE. STAY PRODUCTIVE.





Nothing but **HEAVY DUTY.**

# Setup Information



# BANDED EAR PLUGS

## SETUP INFO

Item #	Product Name	Launch Date	Ship Date	UPC (DPL)
48-73-3201	Banded Ear Plugs	11/13/2020	1/11/2021	0045242552498
48-73-3205	(5 Pack) Replacement Flanged Ear Plugs	11/13/2020	1/11/2021	0045242592210
48-73-3206	(5 Pack) Replacement Foam Ear Plugs	11/13/2020	1/11/2021	0045242592227

Product Length (in)	Product Height (in)	Product Width (in.)	Product Weight (lbs)	Package Height (in)	Package Width (in.)	Package Depth (in)	Package Weight (lbs)	Inner Pack Qty	Inner Pack Weight (lbs)	Inner Pack Height (in)	Inner Pack Length (in)	Inner Pack Width (in)	I2of5 Inner Pack UPC	Country of Origin Name	Harmonization Code
6	6	1	0.02	8.7	6.34	0.87	0.11	12	1.4	9.05	7.8	6.6	10045242552495	TWN	3926909990
2	2	1	0.02	6.1	4.06	0.94	0.03	12	0.4	8.15	8	4.56	10045242592217	TWN	3926909990
2	2	1	0.02	6.1	4.06	0.94	0.03	12	0.4	8.15	8	4.56	10045242592224	TWN	3926909990





Nothing but **HEAVY DUTY.**

# FAQ's & Appendix

### 1. WHAT DOES NRR MEAN?

- The Noise Reduction Rating (NRR) is a unit of measurement used to determine the effectiveness of hearing protection to decrease sound exposure. The higher the NRR number associated with a hearing protector, the greater the potential for noise reduction.

### 2. WHAT IS A DECIBEL RATING? WHY IS IT IMPORTANT?

- OSHA utilizes dBA, the weighted decibels representing the loudness of sound. Exposure to over 85 dBA can cause hearing loss, so OSHA requires a hearing conservation program over that threshold. OSHA enforces hearing protection at 85 dBA weighted over an 8-hour day. For context, normal conversation is 55-65dBA, a lawn mower is 90dBA, and a concrete breaker is 102dBA.

### 3. HOW DO I DECIDE WHICH NRR IS RIGHT FOR MY APPLICATION?

- This ensures that hearing protection provides a predictable and appropriate level of protection.
- So, if a factory has a steady noise level of 95dBA over 8 hours and the hearing protection is rated at NRR 33dB, the formula would be:
  - $(\text{NRR of product} - 7) / 2 = \#$  that would reduce the application by to determine if the hearing solution is below the 85dBA
  - $(33\text{dB} - 7) / 2 = 13$ 
    - $95\text{dBA} - 13 = 82\text{dBA}$
  - 82dBA is below the recommended level of 85dBA over 8 hours.
  - This is below the permissible exposure level.

### 4. HOW DO I KNOW THE LEVEL OF HEARING PROTECTION A HEARING SOLUTION IS RATED TO?

- There is an EPA chart on the back of packaging that denotes the level of hearing protection.

### 5. WHAT IS INCLUDED IN PACKAGING FOR BANDED EAR PLUGS?

- Included in packaging for Banded Ear Plugs (48-73-3201) is the Band, one pair of Foam Ear Plugs, and one pair of Flanged Earplugs.
- 5 pack replacement of Foam Ear Plugs and Flanged Ear Plugs are also available as a salable sku.

### 6. WHAT IS THE NRR (Noise Reduction Rating) OF THE FOAM EAR AND FLANGED EAR PLUGS?

- Foam Ear Plugs are rated to 25dB and Flanged Ear Plugs are rated to 26dB.

### 7. HOW ARE THESE EAR PLUGS INTERCHANGEABLE?

- These ear plugs can easily be changed and pivoted with our snap fit design. These ear plugs are only compatible with MILWAUKEE Banded Ear Plugs.

### 8. WHAT ARE THE ORDER QUANTITIES FOR BANDED HEARING?

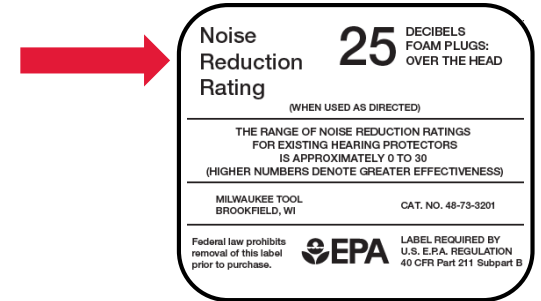
- The MOQ is 12.

### 9. WILL MILWAUKEE BE PROVIDING MORE HEARING PROTECTION PRODUCTS IN THE FUTURE?

- We will be exploring potential opportunities. Please contact McKenzie Price with specific information regarding the market potential.

### 10. WHO DO I CONTACT WITH QUESTIONS?

- Contact McKenzie Price, Connor Ritchey, or the Safety Specialist team if you have any questions on the product, selling points for users, and if you need more seed samples for potential opportunities.





	EAR PLUGS	REUSABLE CORDED EAR PLUGS	BANDED EAR PLUGS
NOISE REDUCTION RATING	32dB	26dB	25dB
USER FIT	ALL LOUD APPLICATIONS	IN/OUT OF LOUD ENVIRONMENTS	IN/OUT OF LOUD ENVIRONMENTS
NOTES	<ul style="list-style-type: none"> <li>▪ High-range NRR</li> <li>▪ Most common style</li> <li>▪ Readily available on most sites</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mid-high range NRR</li> <li>▪ Worn around the neck or hung when not in use so it's easily accessible</li> <li>▪ Fit for preference for corded and flanged</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mid-range NRR</li> <li>▪ Worn around the neck or hung when not in use so it's easily accessible</li> </ul>

## CURRENT MILWAUKEE SOLUTIONS