

## Important Branding Updates

August 29, 2011

Dear Distributor Partner:

As we move forward with the creation of the new Honeywell Safety Products (HSP), integrating two leading safety solutions organizations, we want to update you on the latest developments in our industry-changing transition.

On March 31, 2011 we announced that Sperian became Honeywell, as well as announcing which prominent brands would be retained in our portfolio, including Uvex, Miller, North and Howard Leight, all endorsed by Honeywell. Today, we are pleased to share with you the next phase in the integration process: specific brand transitions within each product category. The attached [Brand Strategy tool](#) identifies the current brand structure, what the new brand will be (where applicable) and the product brand transition timeline, ranging from immediate to 24 months.

As a result of our brand due diligence and product portfolio review, within many of the product categories we have identified items that will be discontinued in 2011. The affected items, along with suggested replacement, can be found on the attached [US Discontinued Item listing](#). The timeline for items to be discontinued ranges from immediate to December 31, 2011; please reference the attached list for the specific timing for each product. While our policy and industry standard is to not offer return of discontinued product, we recognize the disruption this product transition may cause in your business cycle and will offer a one time return of items identified in this communication. Any return must be accompanied by an offsetting order, separate from your stocking order and follow the normal return policy. No return of discontinued product will be permitted after March 31, 2012.

As part of our commitment to build the best PPE provider for our customers, we have finalized a new and improved Americas sales team for Honeywell Safety Products, providing customers with the benefit of ONE HSP sales point of contact. We also have a key management team dedicated to improving our order management system, as we move toward a regional contact center approach and the ability to place one order for our products. We will keep you advised of our progress with this important initiative.

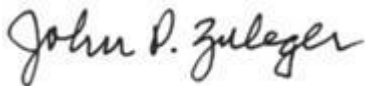
With respect to the above changes, please refer to the attached [Frequently Asked Questions \(FAQs\)](#) that may help answer your concerns.

Lastly, today I am pleased to announce the launch of [www.HoneywellSafety.com](http://www.HoneywellSafety.com), providing ONE access point to the HSP family of brands. This new web resource will phase in the new brand/product strategy in the coming months and allow you access to the latest in HSP product information and solutions through ONE portal.

With more than 50 years of experience in safety, we will continue to leverage the Honeywell heritage, providing the expertise, innovation, product offerings and breadth of experience that can help you meet and exceed your business objectives. Thank you for your continued support of HSP. We will continue to provide you with updates on our integration process.

Sincerely,

John P. Zuleger



Vice President/General Manager  
Honeywell Safety Products, Americas

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