

# CAPABILITIES

**Saf-Gard**  
SAFETY SHOE COMPANY™

**SRmax**  
SLIP RESISTANT SHOES

## Experience is Everything

Saf-Gard itself started as a family-owned business back in 1980, and we intend to keep it that way. With more than five decades-worth of combined experience, we think it's "Saf" to say that we have a pretty good idea of what we're doing. We take pride in the fact that we know safety, we know shoes, and we know family.

## Saf-Gard Pillars

Trust | Confidence | Experience | Convenience  
You work hard. Your feet shouldn't.

## Saf-Gard Benefits

Safety | Comfort | Durability | Service

## Value and Choice

We partner with brands you trust.

## MaxTrax® Technology

- Our MaxTrax® outsole is intended to give the outsole the maximum amount of surface area possible while still possessing deep grooves designed to help channel liquids.
- Design allows for a self-cleaning feature, keeping the bottom as clean as possible.
- Made from a proprietary blend of materials that grip and won't let go.
- All SR Max brand shoes are made with a MaxTrax® outsole.
- Other brands such as Skechers, Timberland PRO, Rockport, and Reebok offer styles featuring the MaxTrax® outsole.

## Retail Stores

We have over 20 retail locations across the east coast allowing customers to purchase safety shoes between shoemobile visits.

## Shoemobile (where available)

Shoemobiles bring safety shoes right to your plant, stocked with pre-approved styles for your location. These stores on wheels are quick and convenient options for employee safety shoe purchases.

## Custom Website Features

Custom websites can include a company logo, custom page banners, and welcome verbiage. In addition, there are multiple login options to meet the needs of your company.

## Subsidy Tracking

With subsidy tracking, you can have automated roster imports added into your system.

## Flexible Payment Methods

Custom websites allow employees to place their own orders, offer different payment options, and have the option to have orders sent to home or work.

Payroll deductions are simple, convenient and will be shipped to the work address.

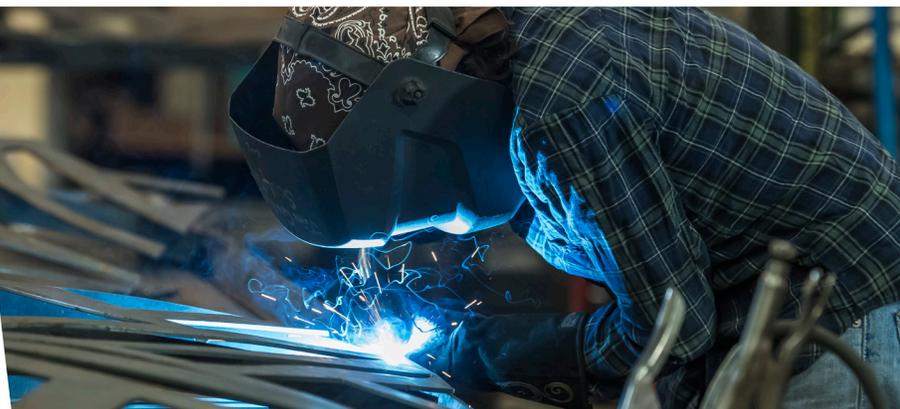
## Approved Selection Management

Sub-Stores can display different shoe selections and/or subsidy by employee grouping, and can be set up for any group you choose.

Approved styles can be chosen by job or responsibility center, and automatically offer the styles you want employees to purchase.

## We're Mobile!

Purchase safety shoes on the go with our mobile website!



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## Data Management

Managers have access to customizable corporate sales reports, and can easily access sales history.

## Order Approval

Order approval allows purchasing managers to assign a PO, or to approve or reject an order. Managers are also able to log in and see awaiting approval orders, and can receive daily alert via email for orders awaiting approval.

Management tools gives you the flexibility to:

- Customize service to your company's standards.
- Limit the number of shoes purchased.
- Include or exclude products based on an approved list of styles.
- Edit and update company and employee information.

## Sales Reporting

Sales reporting is easy! Simply login at your custom website, click on the "Check Order History" link, and download your order history.

## Online Reporting Tool

You can view your company's order history by styles, date purchased, associate or location. These reports can even be downloaded to .csv files for spreadsheets.

## Automated Reporting

Critical reports can be emailed automatically by choosing time intervals in order to define when you want each report delivered to your team.

Key reports can be delivered by:

- Location participation
- Employees that haven't ordered shoes
- Last shoe purchase
- Top SKU's ordered or monthly shoes ordered

## Marketing Support

Marketing support is available for:

- Email marketing
- Digital remarketing
- Social media and PR
- Catalogs and print collateral
- Newly renovated retail experience
- Trade shows

