

## Selling Seasonal and Safety Products

There are three major factors driving the seasonal and safety segment of the industry: regulations and insurance; public and private money available; and increased awareness of effective safety measures. There will be a higher regulatory presence in construction relative to the industrial sector due to the significantly higher injury incidence in the construction market. The Steel Erection standard is driving the need to "be compliant" at this point.

On-site demonstrations have become the most effective method to educate those using the products. Trucks and trailers with useable product allow hands-on exposure and a hands-on approach. However, the broadest reaching strategies continue to be via the trade journals and participating in end-user trade associations.

Although I'm hoping for a "good" outlook for the remainder of the year, right now I am anticipating a "not bad" — probably flat to single digit growth this year. The rumored significant reduction in federal highway construction spending could offset any anticipated late-year increase in the general construction industry. Worldwide, we will not get much sympathy, as the USA is still relatively strong and stable. •

By Tom Hayward

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