

DRIFIRE® FR Workwear

Strategic Positioning Increased Distributor Engagement and Winter FR Sales

DRIFIRE, a leading brand of flame-resistant (FR) apparel used by utility, oil and gas, and industrial workers, faced a common challenge in the FR apparel category: cold-weather gear was viewed as seasonal outerwear rather than essential safety equipment. As a result, distributors often prioritized everyday FR garments while cold-weather FR gear remained under-promoted, under-stocked, and poorly understood by both specifiers and wearers.

Hardman Group partnered with DRIFIRE to reposition cold-weather FR as a critical safety system rather than simply winter apparel.

The strategic insight was simple: workers exposed to arc flash and flash fire hazards still face those risks in freezing temperatures. Traditional layering systems often compromise protection, compliance, or mobility. DRIFIRE's Cold Weather System was designed to solve that problem—but the market needed to understand the system, not just the garments.

Hardman Group developed a campaign built around a clear positioning idea:

PROTECTION DOESN'T STOP WHEN THE TEMPERATURE DROPS.

The campaign reframed cold-weather FR as a layered protection system engineered for safety, mobility, and compliance in extreme environments. Rather than selling individual garments, the campaign communicated how DRIFIRE products worked together as a complete cold-weather solution.

THE PROGRAM INCLUDED:

- **Strategic messaging that positioned cold-weather FR as a safety requirement, not a seasonal purchase**
- **Distributor sales tools explaining layering systems for arc flash and flash fire protection**
- **Educational content targeted to EHS managers and safety specifiers**
- **Digital content demonstrating real-world cold-weather work conditions**
- **Integrated marketing across web, email, social, and distributor channels**

By focusing on specifier education and distributor enablement, the campaign helped sales teams explain why cold-weather FR is different from conventional insulated workwear—and why DRIFIRE provides a safer system.

THE RESULTS?

- **Increased distributor engagement around cold-weather FR programs**
- **Stronger pull-through from EHS managers specifying compliant layering systems**
- **System-wide improvement of topline sales by 106% for the DRIFIRE cold-weather product bundle. (+156% by an engaged distributor)**
- **Increased visibility for DRIFIRE as a leader in technical FR innovation**

“The cold weather campaign helped our teams clearly explain why proper layering matters for safety and compliance. It gave distributors and safety managers a framework for specifying cold-weather FR systems rather than simply buying jackets.” – **DRIFIRE VP of Marketing**

We recognized the seasonality in the FR apparel purchase cycle and repositioned DRIFIRE's cold-weather products from individual SKUs into a complete protective system—helping distributors sell a total solution.



LinkedIn Ads:



Distributor Postcard:

DRIFIRE

COLD WEATHER IS HERE. ARE YOUR CREWS FULLY FR-COMPLIANT?

Protect your team from cold stress and arc-flash risk with DRIFIRE® FR cold-weather apparel and get a **FREE*** DRIFIRE Beanie.

Compliance

NFPA 70E NFPA 2112 CSA Z462

DRIFIRE

STOCKED AND READY THROUGH YOUR DRIFIRE DISTRIBUTOR

When temperatures drop, non-compliant layers can put workers at serious risk. DRIFIRE® cold-weather gear is designed for life-saving protection – moisture-wicking, breathable, and FR compliant from base layer to outerwear.

Your DRIFIRE distributor has inventory ready to ship now. Outfit every new hire and field tech with gear that keeps them warm and within compliance.

100% FR COMPLIANT GEAR IN STOCK NOW

19223 Industrial Parkway
Cleveland, Ohio 44125

PSRST STD
US POSTAGE
PAID
Permit No.

Order Today from Your DRIFIRE Distributor
[Distributor Name]

Distributor Sell Sheet:

DRIFIRE

DRIFIRE FR Cold & Foul Weather Gear

COLD IS COMING. WE'RE STOCKED ALL SEASON.

DRIFIRE FR delivers warmth and compliance. OSHA/NIOSH guidance stresses that workers need more protection than just a single coat or hoodie in cold environments. DRIFIRE has the layers needed to keep crews compliant, warm and on the job.

- Insulating mid-layers, like sweatshirts, to trap body heat without adding bulk
- Wind- and water-resistant outer layers, like bibs and jackets, that allow sweat vapor to escape
- Headgear: beanies, balaclavas, ear bands – to protect the head, ears and face from biting wind and frostbite.

KEEP CREWS WARM. KEEP CREWS WORKING.

OUTER LAYER

DRIFIRE® FR INSULATED JACKET

- FR warmth and durability for tough conditions
- Rugged shell, easy movement on the job
- CAT 2 | Arc Rating 37 cal/cm²

DRIFIRE® FR Deluxe Bibs (Insulated)

- 13 oz. FR duck with durable water-repellent finish
- Insulated for warmth + rugged durability
- Double chaps front + tool pockets
- CAT 2 | Arc Rating 16 cal/cm²

INSULATION LAYER

DRIFIRE® POWER GRID™ FR 1/4 ZIP FLEECE

- Lightweight warmth with advanced FR protection
- Breathable grid fleece for all-day comfort
- CAT 2 | Arc Rating 9.4 cal/cm²

HEADGEAR

DRIFIRE® FR Winter Beanie Nomex

- Double layer for extra warmth and insulation
- Retains FR protection wash after wash
- CAT 2 | Arc Rating 35 cal/cm²

For a complete list of DRIFIRE FR Cold-Weather gear, and to order, contact your Distributor Rep.

WHY DRIFIRE FR COLD-WEATHER GEAR?

- Supports OSHA/NIOSH Best Practices: Layering = moisture control, insulation, wind/water protection, and extremity coverage
- In Stock Now: Order today
- Availability all season long
- Complete Coverage: Jackets + bibs + shirts + accessories = total protection

PROVEN COLD PROTECTION. ZERO LEAD TIME. DRIFIRE.

Brochure:

ALL FR DRIFIRE GEAR IS IN-STOCK NOW. SELL MORE THAN JUST ONE PIECE. SELL EVERY LAYER THEY NEED.

HEADGEAR

DRIFIRE® POWER GRID® Fleece FR Beanie | DRIFIRE® FR Winter Beanie | DRIFIRE® FR Fleece Hard Hat Liner | DRIFIRE® FR CAT 2 Neck Gaiter

OUTER LAYER

DRIFIRE® FR Deluxe Unlined Bib | DRIFIRE® FR Insulated Jacket | DRIFIRE® Hi-Viz FR Fleece Lined Vest Class 2 | DRIFIRE® Women's FR Fleece Lined Vest

INSULATION LAYER

DRIFIRE® FR Heavyweight Pullover Hoodie | DRIFIRE® FR Hi-Viz Pullover Hoodie Class 3 | DRIFIRE® POWER GRID® Men's FR 1/4 Zip Fleece | DRIFIRE® FR Hybrid Deluxe Lined Zip Front Hoodie - Type R Class 3

FOR A COMPLETE LIST OF DRIFIRE FR COLD-WEATHER GEAR, SCAN THE QR CODE BELOW OR VISIT WWW.THINKNSA.COM/COLD-WEATHER/

KEEP CREWS WARM. KEEP CREWS WORKING.

DRIFIRE FR Cold & Foul Weather Gear

COLD IS COMING. STAY STOCKED ALL WINTER.

OSHA/NIOSH guidance recommends layering to stay safe—dry, insulated protection keeps crews working in harsh environments and reduces cold-stress risk.

▶ DRIFIRE FR COLD-WEATHER APPAREL IS AVAILABLE NOW

TAKE ADVANTAGE OF OUR IN-STOCK ADVANTAGE AND SELL MORE FR COLD-WEATHER GEAR!

DRIFIRE FR DELIVERS WARMTH AND COMPLIANCE

OSHA/NIOSH guidance stresses that workers need more protection than just a single coat or hoodie in cold environments. DRIFIRE has the layers needed to keep crews compliant, warm and on the job, including insulating mid-layers, wind- and water-resistant outer layers, and a variety of headgear options.

ALL-SEASON SALES PLAN
Sell Now: October - December
Reload all season long when others are out of stock

- Sell every layer they need, not just one piece.

WHY COLD-WEATHER APPAREL MATTERS

Crews need protection all season. DRIFIRE gives you the in-stock edge on the most in-demand SKUs all season long.

- Head-to-toe FR warmth: jackets, sweatshirts, hoodies, bibs, beanies, foul-weather gear
- Built-in compliance advantage aligned with OSHA/NIOSH cold-stress guidance

THE DRIFIRE DIFFERENCE

- Purpose-built for industrial crews. Available through professional distributors
- Complete FR layering system for cold weather—base to outerwear + headwear
- Reliable in-season inventory with domestic/near-shore supply and quick turns
- Consistent fit and quality to simplify crew outfitting and compliance
- Field-ready sell-through tools for distributor sales professionals and distributor

MORE THAN GEAR: A COMPLETE WINTER SELL-THROUGH PROGRAM

Distributor Sales Support

- Mini presentation decks (4 slides) integrated into the "This is NSA" deck
- Co-brandable sell sheets your reps can personalize and send
- Monthly distributor newsletters with plug-and-play layout + promo content
- Plain-text email templates ready to forward to customers

End User Awareness and Education

- 1-page flyer NSA Cold & Foul Weather FR Gear-in stock with 4 featured products
- Social posts: warehouse inventory photo + "4 Cold-Weather Must Haves"
- Website banner
- Complete cold-weather product portfolio landing page www.thinknsa.com/fr-cold-weather
- LinkedIn carousels: "Winter is Coming!" "Stocked. Ready. Ship Today," across each frame
- Instagram/Facebook Reels: "4 Winter Essentials" (<30 sec product spotlights)
- Email Nurture Series:
 - Wave 1 (Oct-Nov): urgency
 - Wave 2 (Dec-Jan): reload angle—"The Cold Won't Wait. Neither Should You"

WE HAVE ALL THE FR LAYERS TO KEEP CREWS WARM AND WORKING.