



January 1<sup>st</sup>, 2024

TO: Valued Partners

RE: Rouzer Group – New Manufacturer Announcement

Rouzer Group is delighted to announce our recent collaboration with LIFT Safety as their authorized representation in Minnesota, North and South Dakotas, and all of Wisconsin!

LIFT Safety is a [premium PPE manufacturer redefining safety products](#) for over 20 years. Incorporating performance, function, quality, style, and, above all, protection has been the goal behind every product they have designed, ranging from industry-leading carbon fiber hardhats down to our pro series gloves.

Their roots started 35 years ago in motocross (sister company EVS Sports). Over time, EVS Sports became the protection leader in the motocross industry with a full line of gear, all designed and made to keep people safe while they do what they love. They chose to carry over the same ideology of protection above all else and venture into the world of personal protective equipment with LIFT Safety in 2004.

All divisions of Rouzer Group are excited to represent yet another industry-leading manufacturer in the upper Midwest!

[Click here](#) to learn more about LIFT Safety or schedule a demo with your local Rouzer Group Account Manager.

Thanks,

A handwritten signature in blue ink that reads "Heather McNulty". The signature is fluid and cursive, written over a large, faint, light blue watermark of the letter "R" in the background.

Heather McNulty  
Vice President – Tools, Managing Partner