



# Choosing the Right Solution

A Comparative Overview



Ritz Safety is a national, family-owned distributor of Personal Protective Equipment (PPE) and safety supplies, and while we're big enough to have 18 locations, we're still small enough to treat you like a true partner.

Our main goal is simple: to make sure your team and your workplace are as safe as possible.

We know you need more than just a list of products. We're here to offer you a complete safety solution. While we carry a massive selection from hundreds of manufacturers you already know and trust, our real value comes from the services we provide. We can help with everything from training and safety seminars to keep your team compliant, to equipment rentals and repairs to make sure you stay up and running.

We also offer our Red Check Advantage Program, which gives you access to special pricing and lets us build a custom online store for your company. We can even get your logo on your apparel and gear, making it incredibly easy to manage your entire safety program.

In short, we're not just selling products; we're offering a partnership. We're a one-stop-shop for everything safety, and we're committed to being a reliable resource that helps you solve your safety challenges with our expertise and our full suite of services.

We look forward to partnering with you!





## Family Owned

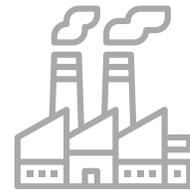
Focused exclusively on safety. This specialization allows us to offer deep expertise and a personalized experience.

**1. Customized Solutions:** We can create custom safety programs, like our Red Check Advantage program, that include tailored pricing, custom online stores, and brand-imprinted gear.

**2. Specialized Services:** We offer value-added services like safety audits, equipment rental and repair, and extensive training programs (including respirator fit tests and fall protection training) that go beyond just selling products.

**3. Expert Knowledge:** Our sales reps are safety professionals who can provide in-depth advice and recommend the right products to ensure compliance and cost savings.

vs.



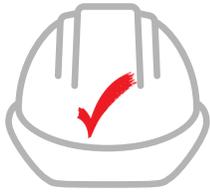
## Broad Supplier

A massive company that sells millions of MRO (Maintenance, Repair, and Operations) products, with safety being just one of their many categories. They offer a huge catalog and a widespread presence.

**1. Large Inventory:** They have a vast assortment of products, from safety gear to tools and janitorial supplies. This can be a convenience for clients who want a single source for all their MRO needs.

**2. Widespread Network:** They have a large network of branches and distribution centers, which allows for fast delivery of common, in-stock items.

**3. Scale and Scope:** Their business model is built on volume and broad coverage, which may mean less specialized attention and customized services for safety-specific needs.



## Safety Experts

Our business model is built around providing expert knowledge and custom solutions that a generalist company cannot match.

**1. Deep Expertise:** Our sales representatives are safety professionals who can provide in-depth consultation on everything from compliance to product selection. We don't just sell you a hard hat; we help you find the right one for your specific job site hazards.

**2. Custom Programs:** We offer tailored services like our Red Check Advantage Program, which can include custom online stores, negotiated pricing, and branding on gear. This level of customization ensures a consistent and efficient safety program across your entire organization.

**3. Value-Added Services:** We provide services that go beyond products, such as on-site safety audits, equipment repair, and comprehensive training programs (e.g., fall protection, respiratory fit tests). We are a partner in building your safety culture, not just a supplier.

vs.



## MRO Generalist

A major distributor of industrial supplies, including fasteners, tools, and a wide range of MRO products. While they do have a safety category, it is just one part of their massive catalog.

**1. Vast Inventory:** They offer a huge selection of products for all your facility needs, from nuts and bolts to safety gear. This is convenient if you want to consolidate multiple supply needs into a single vendor.

**2. Widespread Local Presence:** Has thousands of local branches, which can be useful for quick, in-person pickups of common items.

**3. Inventory Solutions:** They are well known for their industrial vending machines and on-site inventory management, which helps with product tracking and consumption control for a wide variety of supplies, not just safety.



## Partner in Protection

With over 40 years of experience dedicated solely to protecting people and facilities. Our specialization is our greatest strength, allowing us to provide unmatched expertise and personalized solutions.

**1. Customized Safety Programs:** We offer tailored programs like our Red Check Advantage program, which gives your team a one-up on safety with custom pricing, online stores for your specific product list, and branded apparel.

**2. Safety-First Services:** Our focus allows us to provide in-depth, value-added services such as on-site safety audits, respirator fit testing, and equipment rental and repair. We don't just sell products; we help you build a comprehensive safety culture.

**3. Expert Knowledge:** Our sales professionals are trained exclusively in safety. They are partners who can offer expert advice and help you navigate compliance standards to find the most effective and cost-efficient safety solutions.

vs.



## Supply Distributor

A leading distributor of construction and industrial supplies, with a strong presence in concrete accessories, tools, and fasteners. They offer safety products as part of a much larger catalog of building materials.

**1. Broad Construction Focus:** A "one-stop-shop" for professional contractors, providing a vast inventory of materials like concrete accessories, rebar, and tools, in addition to safety gear. This can be convenient for clients who want to bundle their purchases.

**2. Job Site Delivery:** Their business model is built around supporting professional contractors, which includes fast and efficient job site delivery for a wide range of heavy-duty construction materials.

**3. M&A Growth Strategy:** A history of acquiring smaller companies to expand their product offerings and geographic reach. This means their core focus and expertise can be spread across various product categories, not exclusively on safety.



**YOUR PROTECTION,  
OUR PRIORITY.**

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