



Marketing Toolkit

September 8–14, 2024

A Week of Hose Safety to Promote Everyday Best Practices
HoseSafetyAwareness.org

[#HoseSafetyAwareness](https://twitter.com/HoseSafetyAwareness)

[#HSAW2024](https://twitter.com/HSAW2024)

About Hose Safety Awareness Week - September 8–14, 2024

NAHAD is committed to ensuring that all hose manufacturers and distributors have the tools they need to promote hose safety with their teams and end-users. NAHAD, through the Hose Safety Institute (HSI) provides education and training through a series of prescribed best practices, educational webinars, downloadable resources, and hands-on instruction throughout the year.

In recognition of these efforts and to promote the importance of hose safety essentials, NAHAD has designated the week of September 8–14, 2024 Hose Safety Awareness Week. This is a week where members can come together in a concentrated way to highlight the actionable safety approaches implemented within their daily business operations to keep staff and customers safe.



Failure to adhere to hose safety guidelines can have extensive repercussions on personnel safety, environmental well-being, property security, and the overall reputation and financial standing of a company. It is imperative for organizations to prioritize and rigorously enforce hose safety protocols to mitigate such adverse effects. NAHAD's Hose Safety Institute offers a program for distributors and end users to ensure hoses are assembled and handled safely.

**Brian Pellegrin, NAHAD, 2024-2025, Vice President,
Spartan Industrial and Marine**

Email Messaging

Email 1: Celebrate Hose Safety Awareness Week with Us!

Dear [Insert Name],

At [Company Name] we are committed to hose safety essentials. One way we demonstrate this is to ensure we are implementing the latest in hose assembly, quality, and reliability best practices. Safe and efficient operations is of utmost importance to us. Proper hose fitting and selection is critical in preventing possible injuries caused by broken connections or other malfunctions.

So, to safeguard our staff and customers, we adhere to a comprehensive set of performance recommendations for the specification, fabrication, and design of hose assemblies. Some of these include:

- Bullet one
- Bullet two
- Bullet three
- Bullet four

Join us this week as we share additional ways we are ensuring our customers and employees safety. Visit our website, follow us on social media, and look for additional emails to come.

Let's celebrate this important week together.

Sincerely,
[Insert Company Name]

Email 2: Hose Safety Essentials on NAHAD's Outer Diameter

Dear [Insert Name],

[Company Name] is a proud member of the Association for Hose and Accessories Distribution (NAHAD). Resources provided through their Hose Safety Institute (HSI) guide our fabrication and design best practices. Membership is what sets us apart from our competitors and distinguishes us a company that fosters an environment where safety, quality, and reliability is highly regarded.

As part of Hose Safety Awareness Week, we thought you would enjoy hearing from guests Jeff Newell and David Murphy of Dixon Valve & Coupling as they review common mistakes of hose and fittings.

Check it out here: <https://rss.com/podcasts/theod/742201>

You can also listen to the team from Parker Tube Fittings and learn about the 10 Things Not to do When Your Hydraulic Fitting Leaks. Thanks to Ted Amling, Nathan Green and Anna Pavlou for sharing their expertise.

Check it out here: <https://rss.com/podcasts/theod/486046>

For additional hose safety awareness week resources, podcasts, and more, check out NAHAD's schedule of sponsored events for this week.

Sincerely,
[Insert Company Name]

Social Media Messaging

Social Post 1

Join in on the fun and help us celebrate Hose Safety Awareness Week with NAHAD, September 8–14. Here’s how you can get involved: 1. Download the toolkit; 2. Plan one or more events or sponsor a program during the week; 3. Tag NAHAD on social media and share your activities using the hashtags #HSAW2024 or #HoseSafetyAwareness.

Social Post 2

“The Hose Safety Institute (HSI) provides a powerful forum for distributors, manufacturers, suppliers, end-users, and industry organizations to support and promote hose assembly safety, quality, and reliability. We work to share the standards so that employees can arrive home safely to their families at the end of every day,” says Andrew Christmas, Business Development Manager at McGill Hose & Coupling, Inc. #HSAW2024 #HoseSafetyAwareness

Social Post 3

At [Company Name] we are celebrating #HoseSafetyAwareness week by [insert activity]. See more here [insert link] and don’t forget to share the news with your industry colleagues. #HSAW2024

Social Post 4

[Company Name] is urging hose manufacturers and distributors to spread the word about #HoseSafetyAwareness week. Join us by utilizing your platform to promote hose assembly safety essentials. #HSAW2024

Social Post 5

“An improperly applied or mis-assembled hose can be very common reasons for a piece of equipment being down or, more importantly, serious injury. It is critical for end users and NAHAD member customers to pay attention and be sure their suppliers are qualified and ideally HSI certified,” says Jason Westad, Chief Sales Officer at FORCE America #HoseSafetyAwareness #HSAW2024

NAHAD on Social Media

Are you and your organization connected with NAHAD on social media? Below are the handles to the social media channels NAHAD utilizes. We hope you join the conversation.

LinkedIn: @NAHAD – The Association for Hose and Accessories Distribution

Facebook: @NAHADMembers

Twitter: @NAHADHose

Hashtags

Enhance your Hose Safety Awareness posts by tagging NAHAD on any of the above channels and using the following hashtags:

#HoseSafetyAwareness
#HSAW2024

*Get Involved
Here*



Get Involved

Getting involved in the cause is as easy as 1, 2, 3.

- Download the Hose Safety Awareness Week Toolkit for ideas, marketing collateral, and resources you can disseminate throughout the week demonstrate your commitment to hose assembly safety, quality, and reliability.
- Plan one or more events or sponsor a program during this week that highlights the importance of hose safety, quality, and reliability and tell us about them.
- Tag NAHAD on social media and share your activities for the week by utilizing the hashtags #HSAW2024 or #HoseSafetyAwareness.



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