

# Marketing Toolkit

**September 7–13, 2025**

A Week of Hose Safety to Promote Everyday Best Practices  
**[HoseSafetyAwareness.org](https://HoseSafetyAwareness.org)**

**#HoseSafetyAwareness**

**#HSAW2025**

# Hose Awareness Week 2025:

One of the greatest benefits that NAHAD members enjoy is the available resources provided by the Hose Safety Institute. Having assembly guidelines, providing membership training, and hands-on experiences, ensures that fabrication safety is at the heart of what we do. The **Hose Safety Awareness Week (HSAW)** has proven to be a great way to remind our members, suppliers, and end users that “Safety” matters.

At GHX, we are proud to be associated with NAHAD and the “Safety” commitment. Over the years, associates from our company have been involved with sharing our knowledge with NAHAD and the industry and we are committed to continue to do our part for the generations of Hosers to come.

Roy Torres, Treasurer NAHAD (2024-2025)  
GHX Industrial

The importance of hose safety impacts all of us, young and old, on a regular basis. Hose Safety Awareness Week (HSAW) is a reminder that the impact of following procedures or processes, receiving proper training and producing quality products makes a difference. In 2024 for HSAW, many NAHAD distribution partners and I were able to show our commitment to hose safety by being a Hose Safety Superhero! Although taking photos wearing a mask and cape plus holding up quotes for hose safety was a fun way to promote HSAW, the commitment and importance of the week was felt from those that I spoke to in person and those on social media. HSAW has become a week that I very much look forward to seeing how the skilled people in this industry are showcasing how they too are hose safety superheroes.

Scott Bauman, HSI Committee Chair  
Danfoss Power Solutions

## 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 as 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 8–13. 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 #HSAW2025 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. #HSAW2025 #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. #HSAW2025

## 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. #HSAW2025

## 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 #HSAW2025

# 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  
#HSAW2025

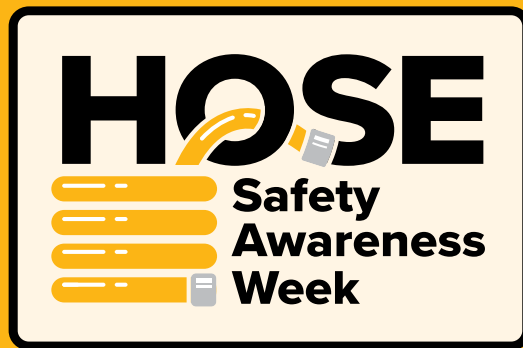
*Get Involved  
Here*



# 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 #HSAW2025 or #HoseSafetyAwareness.



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