InterSafety interviews Maxguard, specialists in stylish safety, who say “the PPE market is becoming more fashion-conscious.”

Tuesday 17 June, 2014

InterSafety, the UK’s leading destination for industrial safety clothing and accessories, has recently interviewed Maxguard’s Pieter de Graaf who believes that the personal protective equipment (PPE) market is becoming more fashion-conscious by the day.

Pieter de Graaf is Maxguard’s Sales Manager for UK, Ireland and Benelux, and took some time to talk to InterSafety about Maxguard’s quality control process, the fashion-conscious PPE market, testing procedures, the future of the company, and more.

For de Graff the demand for stylish shoes from industrial markets is something Maxguard can take advantage of: “The PPE market is traditionally a conservative market but is now more open for fashion. This is because of a clear demand from the market.”

De Graff also comments on the independent bodies that test Maxguard’s safety shoes and how the team is “in frequent contact with [dealers] and their customers in different industries” to learn about their consumers’ habits and how they can better their products.

The future for Maxguard also seems bright with de Graff confirming that the company is set for growth this year.

“We are expanding our dealer network in Europe. In 2014 we have started building a dealer network in the UK and Ireland.

“We will operate here with the same strategy as in other European countries: a strong and wide range of safety shoes at competitive prices, a close relationship with our customers to ensure the best service possible and inventive new models.

Pioneering German safety shoe manufacturer Maxguard’s products are renowned across the construction and other manual industries for the way their shoes effortlessly combine style with leading safety technology.

InterSafety has recently become a vendor of Maxguard’s products, and is able to supply companies across the UK with Maxguard safety shoes at affordable prices.

The full InterSafety interview with Maxguard’s Pieter de Graaf can be read here.

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Company Contact:

InterSafety

T. 01625 858008
E. sales@intersafety.co.uk
W. https://www.intersafety.co.uk/

Additional Contact(s):
InterSafety,
Unit 4A2,
Adlington Industrial Estate,
Adlington,
Macclesfield,
Cheshire,
SK10 4NL

Tel: 01625 858008

View Online

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