



For immediate release

July 6, 2011

Introducing Black Helmet Supply produced by LION®

What happens when one of the biggest names in the fire service joins forces with one of the most original, cutting-edge firefighter apparel designers for an all-new line of stirring, rugged and durable equipment designed just for firefighters? Black Helmet Supply produced by LION®, a line of NFPA-certified protective gear and equipment with hand-drawn designs that represent how firefighters live. Not only will they supply what firefighters want to wear, but also what they need for protection. Protection that will represent the dedication, tradition and sacrifice demonstrated in service of the public and the brothers and sisters at their side.

While [Black Helmet](#) founder and Orlando firefighter James Love was thinking about how to bring a line of professional grade products with the Black Helmet look and feel to the fire service, [LION](#) CEO and owner Steve Schwartz was simultaneously wondering how to appeal to an even broader range of firefighters by offering them something they would look good and feel comfortable in while still being protected. And it all started with a private message on Facebook that brought the two parties together. From there, the rest is history, and today they announce the first product from Black Helmet Supply produced by LION: An NFPA 1971-certified, American Heritage 9/11 Leather Tribute Helmet with commemorative designs honoring FDNY's 343 Bravest who lost their lives on Sept. 11, 2001.

[LION](#) offers more models and styles of turnouts, helmets, uniforms, boots and firefighter accessories than anyone in the industry — and more innovation in each of its PPE product lines. It raises the bar on comfort and mobility from ergonomically designed turnout coat and pants patterns to innovative moisture management technologies for improved safety through its brands including LION Janesville® turnout gear, LION Paul Conway Helmets®, LION StationWear®, LION Technical Footwear® and LION Protective Gloves®.

[Black Helmet](#) creates a full line of high-quality clothing, accessories and equipment for firefighters. Founded by third-generation firefighter James Love, all the designs are hand-drawn, and unique. You'll find no clip art and no cheesy sayings, just images that relay the fearless, but frightening side of the job.

Pre-orders for the 9/11 Leather Tribute Helmet will be accepted soon through Black Helmet's website at www.blackhelmetssupply.com. Other products in the works for the Black Helmet Supply produced by LION line include suspenders, hoods, fire-resistant T-shirts and gear bags.

For more information about LION, contact Hayley Fudge, LION marketing director, at 937.415.2808 or hfudge@lionprotects.com. For more information about Black Helmet, contact 877.54.SMOKE or info@blackhelmetapparel.com.

Stay in touch with LION and Black Helmet on their Facebook fanpages at www.facebook.com/lionconnects and www.facebook.com/blackhelmetgear.



Black Helmet