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Media Contact: Hayley Fudge

Marketing Director

LION

937.415.2808

hfudge@lionprotects.com

www.lionprotects.com

LION Acquires BullEx, HAAGEN to Offer First Responder Training Equipment, Resources

DAYTON, OHIO — As a world leader in personal protective equipment for first responders, LION is excited to announce that BullEx Digital Safety and HAAGEN Fire Training Products, global leaders in fire and safety training systems and centers, are joining the LION organization. Together the Albany, New York-based BullEx and The Netherlands-based HAAGEN companies form the world's largest provider of fire training systems and centers as a new division within the LION organization called the LION Training Resources Group. This group will benefit from the strong synergy within the LION organization, especially with the LION Safety Resources Group, which develops and manufactures PPE for fire, military and police personnel. Together LION, BullEx and HAAGEN now offer the most complete array of highly differentiated products and services to ensure that first responders are truly *ready for action*.

"LION has a legacy of offering first responders unprecedented innovations critical to preparing them to do what their jobs require because they are safer, healthier, more comfortable and more functional", said LION CEO Steve Schwartz. "With BullEx and HAAGEN as part of the LION group, we offer another critical aspect of readiness — effective training equipment to make sure first responders are more knowledgeable, more proficient and more prepared to do their jobs."

[LION](#) offers more models and styles of structural firefighting turnout gear, helmets, uniforms, boots, gloves and chemical protective clothing than anyone in the industry – and more innovation in each of its personal protective equipment (PPE) product lines. It raises the bar on comfort and mobility with ergonomically designed turnout coats and pants patterns and innovative moisture management technologies for decreased responder stress and improved safety. LION's PPE brands include LION Janesville® turnout gear, LION Paul Conway Helmets®, LION StationWear®, LION Technical Footwear® and LION Protective Gloves®.

[BullEx](#) and [HAAGEN](#) offer *Smart Tools for Real Training*. The companies' product lines include fire, safety and hazmat training tools, systems and centers which are used by fire departments, corporations and governments worldwide. BullEx fire extinguisher training systems have become the industry standard and have been used by

thousands of organizations to train millions of people how to properly use a fire extinguisher. BullEx now offers a total solutions product line for firefighter training, fire prevention public education and corporate safety training. HAAGEN has built some of the largest and most advanced fire training facilities around the world including the Safety Center Holland, Dortmund, Germany Fire Training Facility, the Saudi Arabia Civil Defense Training Facility and the SDIS 74 Fire Training Complex in Tours, France. Projects currently being constructed include the SDIS 95 Fire Training Facility in Val-d'Oise, France, The Strathclyde Fire and Rescue Training Center in Glasgow, Scotland and the Shanghai Fire Training Center in China.

“The addition of BullEx and HAAGEN to the LION group of companies is a natural fit,” said BullEx CEO Ryan O’Donnell. “Not only do the companies share a culture of innovation, but they have a commitment to enhancing first responder readiness. The LION organization provides BullEx and HAAGEN with a tremendous foundation which will enhance our ability to develop, market, manufacture and service cutting-edge training systems and centers for our global customer base. Becoming a part of the world leader in PPE will also give our organization valuable insight into and understanding of this critical element of firefighter safety, which will undoubtedly enhance our ability to build world-class training equipment.”

“The objective of LION’s growth strategy is to provide even more value for our customers,” said Schwartz. “The new division not only satisfies our fire department customers’ needs for more effective training, but it helps LION move closer to its vision to be the provider of choice for complete personal safety and training readiness.”

[Check out this short YouTube video](#) that demonstrates the LION/BullEx/HAAGEN synergy in action.

For more information about LION, BullEx or HAAGEN, contact Hayley Fudge, LION marketing director, at 937.415.2808 or hfudge@lionprotects.com.

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*LION is a 113-year-old, family owned company based in Dayton, Ohio, USA that has a legacy and ongoing vision of introducing new products and services that are designed to ensure the health, safety and performance of the first responders who serve our communities and our country. LION continually delivers game-changing innovations in PPE and training solutions designed to best prepare firefighters, EMS teams and law enforcement officers for the new dangers and hazards they face each day. LION also designs paradigm-shifting supply chain and logistics programs that best equip our warfighters for the rigors of training and the challenges of battle. LION makes sure the people who protect us are **ready for action**.*

