

Case Study #14:

COMMUNICATING SAFETY PROTOCOL

IDEAS FOR: Construction, Employee Communications, Safety/Education Programs

Not exercising workplace safety precautions can be dangerous and costly. According to OSHA's website, in a single year, construction companies with less than 19 employees were fined more than \$60 million dollars in safety violations.¹

To remind employees about workplace safety tips, Baker & Sons Contracting sought a practical way to keep safety tips relevant and visible at all times, ensuring employee safety was front of mind.

- 🔄 Pens were an **everyday-use, inexpensive, portable item** that employees would have access to at the office, within their work vehicles, and at job sites.
- 🔄 With **low minimums, less than minimum order options, and large imprint areas**, Baker & Sons was able to imprint the top 3 safety tips on 3 different barrel colors: yellow, orange, and red.
- 🔄 The communication program was **so successful** that Baker & Sons put additional safety tips in rotation, providing employees with a **series of 9 "safety tip pens" in total.**



Full Color 360° Imprint Area: 3.18" x 1.6"

1. OSHA website. Accessed November 19, 2018.

Writing instruments like pens are used about 3 to 4 times per day.²

2. ASI Global Advertising Impressions Survey, 2016.