

For Immediate Release

Contact:

Ra Monne “Ray” Perez-Pearson
Sr. Director, Marketing – International Markets
LION
phone: (518) 603-2483
rperezpearson@lionprotects.com
www.lionprotects.com

LION INTRODUCES VERSAFLEX™ RESCUE WEAR FROM STARFIELD: INNOVATIVE, DUAL-CERTIFIED PROTECTION FOR FIRST RESPONDERS

Toronto, ON – October 15, 2024

LION, a global leader in personal protective equipment and training products, is proud to announce the launch of **VersaFlex™ Rescue Wear** under its Starfield brand in Canada. This cutting-edge, dual-certified garment is designed to provide superior protection and comfort for first responders, offering a lightweight yet durable solution for non-structural emergency calls.

Certified under **NFPA 1951 and 1977**, VersaFlex™ is engineered to bridge the gap between everyday station uniforms and heavy structural turnout gear. It offers more protection than standard station wear while remaining less cumbersome, making it ideal for a wide range of rescue operations, including wildland firefighting, extrication, and technical rescues.

Key Features of VersaFlex™ Rescue Wear:

- **Flash and Thermal Protection:** VersaFlex™ ensures safety in high-risk environments with advanced flash and thermal resistance.
- **Breathability and Comfort:** The garment's soft, breathable design allows for comfort during long operations, ensuring first responders stay cool without compromising on safety.
- **Durability and Flexibility:** Built to withstand the demands of rescue work, VersaFlex™ offers excellent durability while allowing for an enhanced range of motion—essential when maneuvering in tight or challenging spaces.
- **Fabric Options:** VersaFlex™ is available in dual-certified fabric options such as Sigma and Westex® DH RipTwill, as well as a singular-certified NFPA 1977 Nomex fabric, offering a range of protective choices to suit varying needs.

“VersaFlex™ Rescue Wear represents a significant step forward in the protective capabilities of non-structural firefighting gear,” said **Adam Hall**, Vice President of LION Identity and Protection Systems. “We are committed to providing first responders with the highest levels of protection and comfort, and VersaFlex™ delivers exactly that, ensuring safety without sacrificing mobility or ease of use.”

This launch reinforces LION's dedication to continuously advancing safety solutions for firefighters and rescue professionals, empowering them to face the challenges of their work with confidence and security.

VersaFlex™ Rescue Wear is now available in Canada. For more information on this product and to find an authorized distributor, visit www.lionprotects.com/rescue-gear-versa-flex.

- END -

About LION

Founded in 1898 and headquartered in Dayton, Ohio, LION is a family-owned company with a legacy and ongoing vision of introducing new products and services designed to ensure the health, safety and performance of first responders worldwide. From game-changing personal protective equipment (PPE) and Uniforms to professional gear maintenance to state-of-the-art fire safety training tools and facilities, it is LION's mission to make sure that first responders are READY FOR ACTION. To learn more, visit www.lionprotects.com.