



## **Injuries Reduced for First Responders and Industrial Workers**

Injuries from slips and falls are being reduced for workers in the Oil Patch, Mining, Agricultural, Police, Firefighters, and Ambulance workers. This Winter, slips and falls could be less common for those enjoying outdoor recreation, and even for pet walkers.

Rip's Cleats is an easy-to-use ice cleat that has enjoyed exponential growth since receiving user attention from the RCMP and Security workers during the Winter Olympics' in 2010. The Canadian company has manufactured versatile and effective Ice Cleats for all types of boots and shoes for over 20 years. Now, Rip's Cleats is expanding its dealer network with the addition of Peavey Mart stores.

"We are pleased to welcome the Peavey Mart chain into our dealer network," said Frank Ripley, owner of Rip's Cleats. "Peavey Mart has locations in Western Canada that fit well into our marketing plans, allowing this high quality, effective traction aid to be made available to a wider range of people."

"When we saw Rip's Cleats, we were excited at their practicality and versatility," said Jason Desjarlais, apparel category manager for Peavey Mart.

"We know Rip's Cleats enjoys a very high rate of customer approval, and our customers will have many of uses for them. It is also significant to us that Rip's is a regional business. Peavey Mart tries to source regionally for products that make sense to us and our customers."

Rip's Cleats links its products with charitable giving. Each purchase of Rip's Cleats is matched by a donation to Rotary International to cover one Polio Vaccination.

Almost 40 Peavey Mart stores are located in communities across Western Canada, and are 100% Canadian and employee owned. Head office Peavey Industries LP is located in Red Deer, Alberta.

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