

For Immediate Release



NII, Neuwaukum Industries Inc. Responds to Rash of Backover Accidents New ANSI A10.47 Standard Calls Hard Hat Mirrors a Best Practice

Seattle, Washington – June 1, 2010 – “Did you know that the leading cause of fatalities for workers in work zones is being run over or backed over by vehicles? While we often worry about construction workers being killed by motorists, road workers working behind the barriers in the work zone are at equal risk of being killed by construction vehicles due to their large blind spots.” – Workzonesafety.org.

Backover accidents aren't new to the construction/heavy industry, but recently the problem has been getting everyone's attention. In the month of May there were five backover fatalities nationally and NII is ready to take drastic measures to protect lives. “We understand budgets for 2010 are tight,” said NII C.E.O. Donn Bauer Jr., “so we will do everything we can to help employers protect their employees. That includes lowering the price on the Goblin® Peripheral Vision System™ from \$44.95 to \$29.95.”

Common elements of backover accidents in work zones include: the victim not hearing back-up alarms and beepers (loud work zones), the victim working in the blind spot of the equipment/vehicle that backs over them and the victim is struck from behind giving them no warning to get out of harm's way. The Goblin® Peripheral Vision System™ meets the new ANSI A10.47 Standard (Sections 5.2.2 & 6.1.1) as a best practice for backover prevention. By expanding the worker's peripheral vision, Goblin® gives a visual warning of danger approaching them from behind.

If a dump truck is moving toward you at 5mph, it only takes a second for you to jump out of the way. If you don't see that dump truck coming and can't hear it approaching from behind, the result is usually death or serious injury. The Goblin® Peripheral Vision System™ puts safety in the hands of the worker and gives them valuable time to get out of harm's way.

Runover/backover fatalities are a common occurrence in work zones with at least one worker each month being killed by a slow moving piece of equipment. NII wants workers, employers, safety inspectors, training institutions and the entire industry to know there is an answer to the issue of runovers/backovers and it is the Goblin® Peripheral Vision System™.

We understand that similar to the introduction of seatbelts in vehicles, it takes time for a new safety innovation to catch on. Hindsight is 20/20. Protect your workers today with the Goblin® Peripheral Vision System™. To find a distributor near you visit www.hardhatmirror.com or call 360.825.1505.

“Our evidence suggests that companies who implement effective safety and health precautions can expect reductions of 20% or greater in their injury and illness rates and a return of \$4 to \$6 for every \$1 invested.”- OSHA's Office of Regulatory Analysis

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