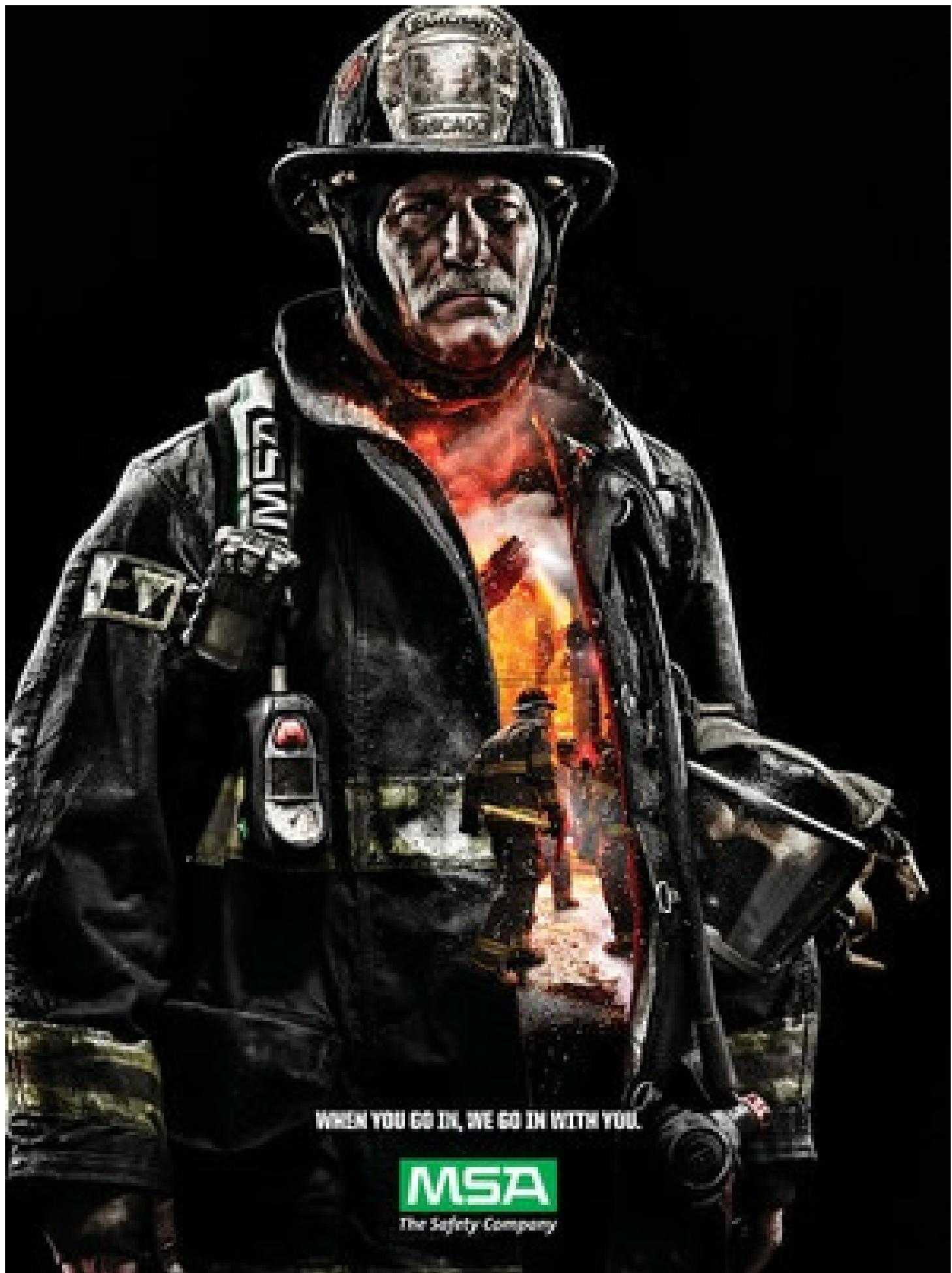


## **"Breathe Easier. It's Here." MSA Introduces Next-Generation Breathing Apparatus for Firefighters in Indianapolis**

INDIANAPOLIS, April 10, 2014 [/PRNewswire/](#) -- Fighting fires is not for the faint of heart, and requires equipment built to survive raging infernos. For those who run in when everyone else is running out, they put their trust – and their lives – in the hands of specialized safety equipment engineered to protect them. MSA's understanding of this responsibility is being showcased this week in the form of an all-new breathing apparatus platform – called the MSA G1 SCBA – that is designed to provide new levels of protection and performance for firefighters who put their lives on the line to keep their communities safe.



WHEN YOU GO IN, WE GO IN WITH YOU.

**MSA**

*The Safety Company*

The G1 SCBA, which will be unveiled this week at the 86<sup>th</sup> annual Fire Department Instructor's Conference (FDIC) in Indianapolis, Ind., is the most streamlined, balanced, configurable, and customizable SCBA the company has ever produced. Designed to meet the 2013 Edition of the National Fire Protection Association's (NFPA) 1981 performance standard for SCBA, this all-new SCBA platform includes several revolutionary features, including the elimination of all electronic components from the facepiece; a "Central Power" feature that powers the entire unit from a single battery compartment; darkness- and smoke-piercing "buddy lights" that provide visible indicators of critical air supply data from any angle; and improved voice amplification communications, all of which come standard on every MSA G1 SCBA.

"Our fire service marketing theme – *When you go in...We go in with you* – is more than just words. It's what drives us," said Nish Vartanian, President of MSA North America. "When we designed the G1 SCBA, we were guided by a single question: how do we meet and exceed our customers' safety needs? We listened closely, and we solicited a tremendous amount of feedback from firefighters across the nation. We then used that information to develop the most advanced, intelligent and user-friendly SCBA available today."

With 14 patents pending, the G1 SCBA was built with cutting-edge technology and is designed to meet the needs of future firefighters. Providing more functionality than ever before, the G1 Control Module – the "brain" of the system – has both dual analog and color digital LCD displays, making certain that important status indicators are available at all times. Additionally, the G1 SCBA was built with integrated technology for future expansion, including the use of Bluetooth, RFID and Near Field Communication (NFC).

Attendees at FDIC will have the opportunity to take part in a personalized G1 "experience," allowing individuals to try on the new apparatus and experience its industry-leading features first hand. Other highlights at FDIC include MSA's official sponsorship of the conference's firefighter training classes and exercises, where participants will use MSA Thermal Imaging Cameras (TIC) and M7XT SCBA. And back by popular demand is the MSA *Brotherhood Battle II*, a mobile phone-based scavenger hunt throughout downtown Indianapolis with more than \$40,000 in prizes, including two MSA Evolution® 6000 Thermal Imaging Cameras and Cairns® Helmets for the winning fire department.

"Firefighters are the first ones to run into a burning building when everyone else is running out, and our goal is to develop and provide these brave men and women with the most advanced safety equipment that helps protect them when their lives are on the line," continued Mr. Vartanian. "As we enter our 100<sup>th</sup> year in business, it seems only fitting that we celebrate this significant milestone with the same spirit of innovation and passion to protect life held by our company's founders, by launching the all-new G1."

NFPA certification for the MSA G1 SCBA is expected within the second half of 2014.

## **About MSA**

*Established in 1914, MSA Safety Incorporated is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. Many MSA products integrate a combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life-threatening situations. The company's comprehensive line of products is used by workers around the world in a broad range of industries, including the fire service, the oil, gas and petrochemical industry, construction, mining and utilities, as well as the military. Principal products include self-contained breathing apparatus, fixed gas and flame detection systems, handheld gas detection instruments, head protection products, fall protection devices and thermal imaging cameras. The company also provides a broad range of consumer and contractor safety products through a joint venture with MCR Safety. These products are marketed and sold under the Safety Works® brand. MSA, based north of Pittsburgh in Cranberry Township, Pa., has annual sales of approximately \$1.1 billion, manufacturing operations in the United States, Europe, Asia and Latin America, and 42 international locations. Additional information is available on the company's Web site at [www.MSAafety.com](http://www.MSAafety.com). Information on Safety Works products can be found at [www.SafetyWorks.com](http://www.SafetyWorks.com).*

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Additional assets available online: [Photos \(1\)](#)

<https://stage.mediaroom.com/msasafety/2014-04-10-Breathe-Easier-Its-Here-MSA-Introduces-Next-Generation-Breathing-Apparatus-for-Firefighters-in-Indianapolis>