

# LWS Health & Safety Benelux BV

## Company presentation

November 2025



**LWS**  
HEALTH&SAFETY

Stay Safe. Do More.

# LWS Health & Safety, the supplier for the best PPE assortment and POS in store

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[www.lwshealthandsafety.com](http://www.lwshealthandsafety.com)



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# About us

## Who We Are

Founded back in 1982, our parent company Lighthouse Worldwide Solutions (LWS) is the leading supplier of real-time contamination monitoring systems and airborne particle counters around the world. We offer solutions to help better mankind, and to keep the public safe. From cleanroom products which provide life saving monitoring capabilities, to our personal protection products - our mission is to keep you safe!

LWS Health & Safety is our dedicated PPE brand which focuses on protecting you while you do the everyday tasks that are important to you.

## What We Do and Why

At LWS Health & Safety Benelux B.V., we design personal protective equipment (PPE) that's easy to understand, easy to use, and made for real life. Whether you're doing home improvement projects, gardening, painting, or working on your car - we help make safety simple so you can focus on getting the job done right. Safety is not a side note. It's a vital part of everyday life. We empower consumers to take better care of themselves – while helping retailers elevate their categories and strengthen their brand. Together, we're building a safer, smarter, and more inspiring shopping experience.



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# He can do, she can do, why not me!

## The motto of our CEO

**Dr. Tae Yun Kim**

Founder and CEO



In 1982 Dr. Kim started this company with her vision of creating a business that would serve businesses and people globally.

Tae Yun Kim is an established motivational speaker, lecturer, author, and also a world renowned Martial Arts Master.

Dr. Kim incorporates her dedication to excellence, high energy and “can do” spirit into the business philosophy.

Our goal to continually produce and deliver products that make a positive impact on people’s lives starts with Dr. Kim’s personal philosophy of positive and proactive thinking. Her strong belief in making every challenge an opportunity for positive change and growth has been the driving force behind the success of the business.



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# Our How – Why - What

## Our mission

### Our Why

*“When people feel protected, they are empowered to build, create and achieve more”*

### Our How

*“We simplify safety by making it easy to choose the right protection for every project”*

### Our What

*“We provide reliable safety gear and POS customer education so that people get the right protection for the job at hand. Gear that works as hard as you do, making safety simple and effective for everyone”*

# Current store presentations & assortments

## PPE presentations instore over Europe



10 points why in-store presentations in European DIY stores are often messy and unclear:

- ✓ Too many different suppliers on a single shelf
- ✓ An excessive number of products without proper selection
- ✓ No logical layout or structured planogram.
- ✓ Products placed randomly or mixed together.
- ✓ Little to no explanation or guidance for the consumer.
- ✓ Promotional materials are messy or poorly coordinated.
- ✓ Packaging from various brands doesn't visually align.
- ✓ Display materials are often outdated or damaged.
- ✓ Price tags and labels are missing or inconsistent.
- ✓ Lack of clear navigation or signage in the aisle.

# Our conclusion

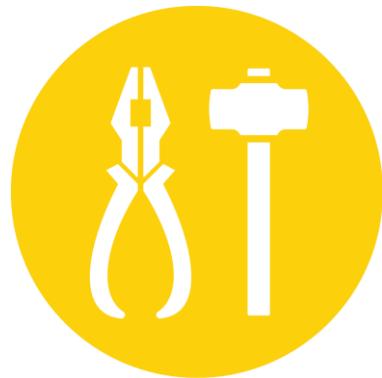
## What do we think about it?

10 points, what can be done to improve the PPE shopping experience for the customer on the one hand and increase sales margin for the shop on the other hand?

- ✓ LWS sees huge potential to clean up the category.
- ✓ LWS is a strong, unified brand that boosts visibility.
- ✓ LWS simplifies assortments for easy consumer choices.
- ✓ LWS provides smart planograms that drive sales.
- ✓ LWS provides high-quality POS materials that stand out.
- ✓ LWS provides consistent presentation across all retail locations.
- ✓ LWS provides fast implementation and reliable execution.
- ✓ LWS has deep category expertise in PPE retail.
- ✓ LWS has proven ability to reduce confusion and increase conversion.
- ✓ LWS is ready to set a new standard in DIY retail and is your partner committed to raising the retail standard for PPE.

# The concept for best PPE instore presentation

4 sections for all products, divided in “area of use”



Construction &  
Remodel



Painting &  
Restoration



Automotive &  
Mechanical



Gardening &  
Landscaping

# The products for best PPE instore presentation

Our product selection and why?

fewer SKU's = less investment in stock!



Hand protection



Ear protection



Respirator protection



Eye protection



Head protection

# Our benefits

## Why choose LWS as your PPE supplier?

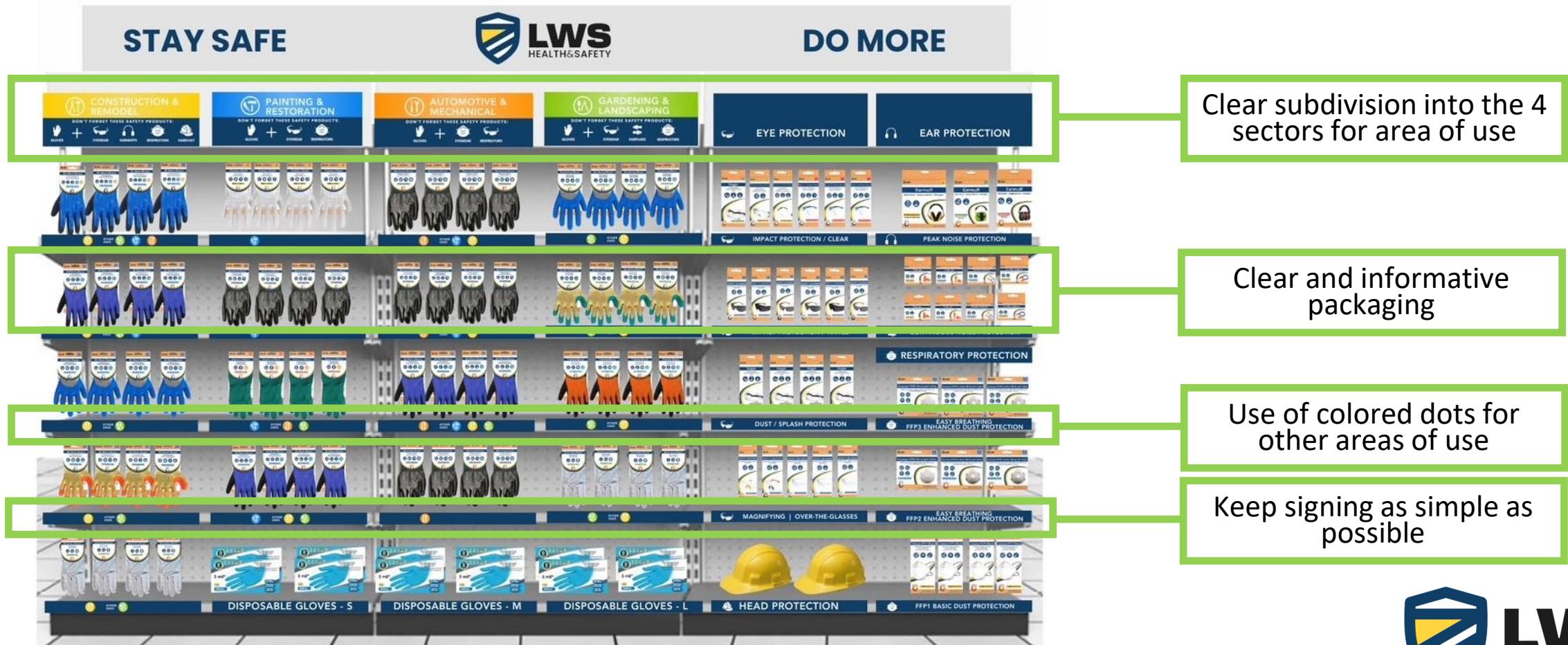
- ✓ Clear, clean, and premium in-store presentations.
- ✓ Strong, unified branding that boosts visibility.
- ✓ Fewer suppliers = clearer choices, fewer SKU's = less investment in stock!
- ✓ A curated range boosts clarity and sales.
- ✓ Strong, modern POS makes products stand out.
- ✓ Clear guidance helps consumers decide faster.
- ✓ Smart planograms increase visibility and impact.
- ✓ Quality presentation builds trust in the category.
- ✓ Regular updates keep the aisle fresh and attractive.
- ✓ LWS is ready to set a new standard in DIY retail.



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# What does it look like

Our "look and feel" instore



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# What does it look like

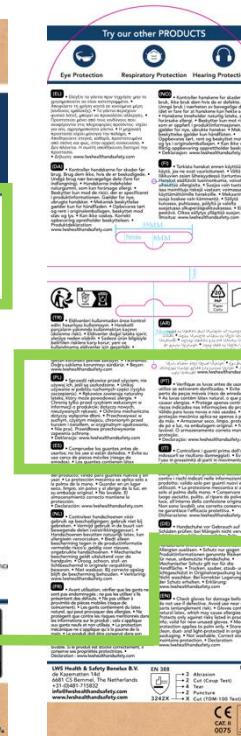
Our “look and feel” on the packaging

Visible and simplified packaging with icons for explanation, all FSC cardboard which is future proof, From 2027, the new European law prohibiting the use of plastic blister packs will come into force.



Main information

Main area of use icon and most important features in icons



Explanation major features in icons

User instructions in various languages

Other area of use icon based on 4 area of use sectors



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# LWS Health & Safety

Stay safe, do more!

Thank you!



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