

**JSP Ltd**

**Press Information**

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**28 January 2016**

**JSP's distinctive Shield shape Badge of Origin  
Ensures Quality, Reliability and Trust**

The millions of people who wear JSP's industrial safety helmets worldwide know and instantly recognise their highly distinctive 'shield' shape on the front, which gives them reassurance that they are the genuine article.

Unique to JSP, the carefully crafted identifying shape has evolved over the last 40 years for the purpose of clearly distinguishing the helmet from others in the marketplace as a true JSP article, and therefore to be trusted by procurers, site managers and users to give outstanding head protection with its exceptional quality and durability.

JSP's Shield shape badge of identity has become ever more important in recent years owing to the increasing proliferation of cheap, illegal, counterfeit helmets in international circulation that do not meet the requirements of British and European Standard EN397. The use of fake PPE can have devastating consequences, including injury or even death from objects falling onto a substandard helmet.

Because each JSP helmet is unique, wearers can also use JSP's pioneering online tracing and verification system at [www.jspcheck.com](http://www.jspcheck.com) to validate the DNA of their helmets in a matter of seconds by using each helmet's individual barcode, which allows it to be tracked throughout its life.

Among best-selling models in JSP's core range of EVO® helmets are the EVOLite®, the world's strongest yet lightest industrial safety helmet, and the Mk8®Evolution®, the world's strongest safety helmet.

JSP's Gavin Shaw says: "The JSP Shield badge of origin is universally recognised as a trusted trade mark of JSP. The distinctive front shape of the JSP core range of helmets is the identity that has become strongly recognised with the quality and reliability of our products."

Gavin adds: "JSP urges wearers of industrial head protection to look for JSP's distinctive Shield shape badge of origin. That way they know they will be protected at work, and avoid vulnerability to serious injury should the worst happen."

More information is available from [www.jsp-shield.com](http://www.jsp-shield.com), by emailing [uksales@jsp.co.uk](mailto:uksales@jsp.co.uk), or calling +44 (0)1993 826050.

### **About JSP**

Established in 1964, JSP is Europe's leading independent manufacturer of 'above the neck' personal protective equipment (PPE), road safety products, and spill management and environment protection products including a new range of height safety products. It exports to over 90 countries and is the acknowledged European leader in industrial head protection.

JSP has been producing quality safety equipment in the UK and selling it across the world for 50 years. [www.jsp.co.uk](http://www.jsp.co.uk)