

## PYRAMEX SAFETY APPOINTS FULL-THROTTLE COMMUNICATIONS AS NEW PUBLIC RELATIONS AGENCY OF RECORD

### Full-Service Marketing, Advertising and PR Agency to Spearhead Media Relations for Company's Wide Range of Premium Protective Safety Products

Pyramex Safety, one of the world's leaders in advanced protective safety products, is proud to announce it has selected Moorpark, Calif.-based Full-Throttle Communications as its new public relations agency of record. Through this new partnership, Full-Throttle Communications will drive the company's future public relations initiatives, sharing the brand's compelling story and important company and product news with media outlets nationwide.

"Every day, millions of people face a wide range of dangers while on the job, and we pride ourselves on being on the leading edge of innovation; designing products with the highest safety ratings and most advanced protection possible while incorporating style, comfort and affordability," said Janis Selvey, VP of Marketing at Pyramex. "Full-Throttle has extensive experience in Pyramex's core product categories and markets, and we're excited to have them on board to help us spread this message."

In 2018, Pyramex is proud to launch a wide range of new safety products designed to help users perform at their peak when on the job, on patrol or in the great outdoors. From new eye and hearing protection models to headgear, gloves and hi-viz work wear; Pyramex incorporates superior protection that's affordable, comfortable and exceeds the highest industry safety standards.

"When it comes to the workplace, safety is a number one priority and we're extremely proud to be working with a company who works tirelessly to create the most advanced safety products and exceed the highest safest standards to protect workers and prevent injuries on the job," said Jason Bear, President/CEO of Full-Throttle Communications. "We have a solid history in and understanding of the eyewear protection category and we look forward to working with Pyramex to help share their story with the safety industry," Bear added.

Pyramex Safety delivers high quality safety products through its innovative and stylish product lines. The company designs and manufactures a variety of personal protective equipment from eye, head, hand, welding, cooling and hearing protection to Hi-Vis work wear, respirators and ergonomic gear. Founded in 1991, the company has more than 2,000 distributors in over 60 countries and is committed to investing countless hours to research, design and testing to ensure Pyramex products meet the highest industry safety standards. To learn more about Pyramex Safety, go to [www.pyramexsafety.com](http://www.pyramexsafety.com).

Connect with Pyramex on social media:



#### About Full-Throttle Communications

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: [full-throttlecom.com](http://full-throttlecom.com).

**Editor's Note:** For press releases and hi-res images from Full-Throttle's wide range of clients, please visit our online [press room](#).