

## **LHD Group seeks to enlarge footprint at Intersec 2012**

**LION International, a member of the LHD Group of Companies, has been active in the Middle East for several years. The group is now intensifying its marketing efforts and will exhibit their complete range of state-of-the-art PPE, safety and security solutions at the forthcoming Intersec 2012.**

*Cologne, December 6, 2011* – LION International, a member of the LHD Group of Companies, headquartered in Cologne (Germany), has successfully supplied several thousand firefighting suits as well as other PPE to customers in the Middle East. The demand has focused primarily on the flagship model in the Pro-Tek range, the **Pro-Tek Max**.

The structural firefighting kits combine state of the art design with functionality that is at the cutting edge of innovation in the market. They provide the highest standard of protection and comfort for firefighters and incorporate some unique innovations in respect of lining and outer shell. The suits are specifically tailored for the hot climatic conditions of the Middle East.

The suits will be on display on the **LHD stand 6-525 S in hall 6 at the Intersec 2012 in Dubai (January 15 – 17)**. In addition, the LHD Group of Companies will be exhibiting other models of personal protective equipment (PPE) for firefighters, rescue, police, and security forces, as well as emergency medical service teams. The LHD Group has considerable experience in this field. It counts fire departments on four continents among its customers and is the preferred supplier of the German army, navy and air force as well as the German Federal Police, for example.

The LION product offering is complemented by the unique **Lion TotalCare™** system. This service encompasses the management and maintenance of all PPE equipment supplied, including repair, washing and replacement. Each contract is unique to every fire brigade and is designed in partnership from the outset and subject to an independent risk assessment.

“We have very exciting plans to develop our footprint in the Middle East and see the Intersec 2012 as an excellent opportunity to network with existing and potential customers”, says Tim Ottridge, Managing Director, LION Apparel, UK. To support the expansion drive the company has developed an extensive agency network throughout the Middle East. It also offers seminars with technical demonstrations and presentations on how the kit should be used and cared for on a daily basis.

Journalists who want to know more about LHD Group and LION International products and service innovations are cordially invited to visit the LHD Group stand (6-525 S, hall 6) at Intersec 2012. Anyone interested in talking to a specific LHD or LION team member should arrange a meeting beforehand and send his/her request by email to [pr@lhd-group.com](mailto:pr@lhd-group.com).

**Photos:**

Pro-Tek\_1 and Pro-Tek\_2

**Source:** LION International

**Company portrait:**

The **LHD Group**, headquartered in Cologne (Germany), was founded in 2002. The internationally active company started life due to the creation of a public private partnership between the German Federal State and the German forwarding company Hellmann Worldwide Logistics GmbH & Co. KG, and the US manufacturer Lion Apparel Inc. LHD is the leading provider of innovative, comprehensive solutions for corporate fashion, work wear and uniforms, as well as personal protective equipment. The range of services offered encompasses design consultancy and product development, procurement, logistics, distribution, tailoring, laundry, dry cleaning and repair. LHD counts amongst its customers big European carriers (road, rail and air), retailers, forwarders as well as armed and police forces, security personnel, customs officers, etc. The group annual turnover has increased year on year. The LHD Group continues to grow, both organically and also by selective acquisition. The group acquired the Swiss company jas AG in 2008 and added the international activities of Lion Apparel Inc. in Europe and Asia Pacific to the group in 2009. LHD became a major shareholder in ForcesLocker Ltd in 2010.

For more information about the LHD Group visit our website [www.lhd-group.com](http://www.lhd-group.com)

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