

**HOW PERSONAL**

**IS PPE?**

**HAYLEY DEXIS | PPE**

**CATEGORY MANAGER,**

**JOE LEWIS,**

**TALKS WELFARE**

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**HAYLEY**

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## HAYLEY DEXIS

For anyone who has ever stood on their feet working for eight to ten hours or worked in an environment where dust particles sparkle in the light, ill-fitting PPE can be grim. PPE is personal. But how much influence does the wearer have on PPE? Do they feel heard?

At HAYLEY DEXIS | PPE, the answer is yes, as we're a little different – ensuring every person gets a personal fit that supports their circumstances and body, from beards to hot flashes. We talked to our PPE Category Manager, Joe Lewis, to find out why and how his team prioritises comfort and fit. Joe didn't pull any punches when it came to his feelings about listening to people's needs and understanding that everyone is different.

### A DATA ANALYST IN A PPE DEPARTMENT?

You might not automatically think of a data analyst when it comes to PPE, but as Joe tells us, navigating the regulatory environment of PPE is part of the service that gives customers confidence in compliance. The team is structured into internal sales or support functions that provide technical assistance to the Hayley DEXIS branch network to ensure that branches have the best information when discussing customer enquiries.

In addition, there are two purchasers to ensure the right products are stocked and purchased efficiently. The external technical support team, comprising three members, plays a vital role in visiting customers and helping them select the right products. "PPE is the weird product range within HAYLEY DEXIS that people actually wear and touch daily... it brings up many emotions." This hands-on approach allows the team to ensure the products fit the customer's needs and comfort requirements.

### THE IMPORTANCE OF FEELING HEARD

HAYLEY DEXIS PPE Open Days are a critical aspect of the customer experience. Joe believes in the power of these events as they allow PPE to be placed directly in the hands of those who use it. This direct interaction provides invaluable feedback, allowing the team to address concerns or adapt solutions to better fit customer needs. "It allows end users to feel heard and consulted, and it means that when we deliver goods to the site, it also reduces the resistance against the new products, which is great for everyone," he said.

### FACE FITTING AND RESPIRATORY PROTECTION

One of the standout services the PPE department provides is face fitting for respiratory protection. Joe emphasised the growing awareness of respiratory safety post-pandemic. The face fitting service, led by Bradley Taylor, ensures that customers are compliant and comfortable wearing masks. "What the face fitting service allows us to do is to ensure that our customers are compliant and comfortable when wearing a mask," Joe explained. This service is crucial, especially considering the challenges posed by facial hair, which can affect the fit of masks. The team offers flexible solutions, including Powered Air Purifying Respirators (PAPR) for those not clean-shaven, ensuring that safety is never compromised.



## SUPPORTING BRANCHES AND END USERS

The support provided by the PPE department extends beyond just product selection. The team also focuses on people's welfare, with services like foot scanning for those who spend long hours on their feet. "Your feet are the most important thing when you're walking around and standing up," Joe noted, highlighting the importance of comfort in PPE. The department also caters to the workforce's diverse needs, offering products ranging from maternity wear to PPE explicitly designed for women during menopause with breathable fabric. "It's all about asking the customer those questions to get a better solution," he added.

## THE OPSIAL BRAND: A COMMITMENT TO QUALITY

We're particularly proud of our private PPE label, Opsial, which exemplifies our commitment to quality and innovation. "The Opsial range is about really good technologies," Lewis said. The brand's focus on recycled fibres, new material innovations, and a broad range of products sets it apart from competitors in the private label space and among premium brands in the industry. Having worked in distribution for many years, it's a very honest and resounding compliment from Joe.

HAYLEY DEXIS | PPE goes above and beyond to ensure that every piece of PPE fits the needs of the individual, making safety personal and ensuring that the products they provide are practical and comfortable. As Joe so aptly put it, "When we can, it makes us feel really good about what we do because someone's comfortable in what they're wearing... they're going to be happy, and they're going to be safe."

**If your business needs technical support when it comes to PPE products, we're here to help. Contact your local branch with any enquiries, and we will support them and you in providing the optimum solution quickly and effectively.**

## CONTACT US!

Speak to your local branch today!

You can find their details by using our online Branch Finder tool:

[www.hayley-group.co.uk/branch-finder](http://www.hayley-group.co.uk/branch-finder)