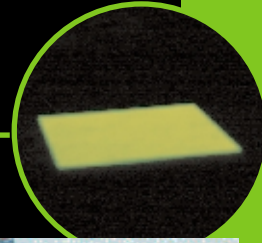


## Shedding New Light on Safety



### An Innovative New Concept in Safety

The Johnsonite PermaLight Safe-T-First system creates low-location, bright, luminous pathways on floors, along the wall base and in stairwells. Safe-T-First provides a non-electrical egress system that works down low where smoke is less likely to obscure visibility. Not designed to replace code-required backup lighting systems, Safe-T-First is a supplement to these systems. Because Safe-T-First does not rely on electricity, it is a solution that will work when even backup lighting systems fail.

The system's photoluminescence is the result of patented PermaLight technology that incorporates bright, long-lasting pigments into Johnsonite's stair treads, cove base, floor tiles, signage, paint and marking indicators. This unique technology utilizes high-performance, photoluminescent crystals that are inert, non-toxic and free of radioactivity. These crystals absorb light energy, then release this stored energy in darkness up to a 10-hour period (will vary based on product).

### A Cost-Effective Alternative

Safe-T-First presents a new alternative integrating an enhanced life-safety system at an economical cost in a new or renovation project. In many situations, the incremental cost of Safe-T-First is often pennies on the dollar as measured against the serviceable square footage of the building that Safe-T-First is serving. When you really consider the advantages of Safe-T-First, the question is not, "How can I afford Safe-T-First?" but "How can I afford to be without it?"

### Safe-T-First offers:

- Color, style and function
- Integration with interior landscape
- Low-location guidance
- Visibility of markings, signs and safety equipment
- Enhanced speed of safe evacuation
- Self-charging; no power source necessary (product charges in daylight or with incandescent and fluorescent lighting)
- Photoluminescent elements that last longer than standard electrical items
- The ability to use in new or renovated spaces
- Low cost per serviceable square foot
- Potential reduction in workers' compensation costs and insurance premiums
- Compliance to ADA guidelines for the visually impaired
- Protection of human and capital assets
- Potential cost savings and cost avoidances
- Enhanced employee sense of security
- Enhanced protection of individuals in unfamiliar surroundings