

Cordova Safety Products Launches Cor-Brite® Hi-Vis Apparel Marketing Campaign

"Be Seen. Be Safe. Be Branded."

Memphis, Tennessee Jun 17, 2024 ([Issuewire.com](https://www.issuewire.com)) - Cordova Safety Products is thrilled to announce the launch of its new Cor-Brite® Hi-Vis Apparel marketing campaign, set to run from July 10th through July 31st. The campaign, under the compelling tagline "Be Seen. Be Safe. Be Branded.," aims to highlight the superior visibility, safety, and branding of our latest high-visibility product line.

The Cor-Brite® Hi-Vis Apparel line includes a range of hi-vis shirts, vests, and sweatshirts, all designed to ensure maximum visibility and safety for workers in various industries. Whether you're on a construction site, managing traffic, or working in a warehouse, Cor-Brite® ensures you are seen and safe.

A significant highlight of this launch is our commitment to sustainability. All Cordova® COR-BRITE® vests and shirts are now packaged in smaller polybags to accommodate vending machines and reduce plastic usage. We are proud to announce that we have successfully reduced plastic packaging in our Hi-Vis categories by 40%. This eco-friendly initiative aligns with our dedication to reducing our environmental footprint while providing high-quality safety apparel.

In addition to our sustainability efforts, the Cor-Brite® campaign will offer a range of services to enhance the customer experience, including imprinting, vend-packing, and tagging services. These features allow businesses to customize their safety apparel with their branding, ensuring their teams not only stay safe but also represent their company with pride.

"We are excited to launch the Cor-Brite® Hi-Vis Apparel campaign and introduce products that not only enhance safety but also support environmental sustainability," said Brittany Waddell, Marketing Manager of Cordova Safety Products. "Our goal is to provide superior safety solutions while reducing our impact on the planet."

Join us from July 10th to July 31st to discover the new standard in high-visibility safety apparel. Be seen, be safe, and be branded with Cordova's Cor-Brite® Hi-Vis Apparel.

For more information, please visit www.cordovasafetyproducts.com

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