

Boss Manufacturing Company is inviting visitors to explore its new content-rich Boss Glove website and social media; re-branded with a fun and colorful new look. The new website is designed to provide a modern and exciting feel, seamlessly blended with a user-friendly experience, featuring improved navigation and functionality throughout, allowing customers to access detailed individual product information and a new e-commerce ability where customer can place and track orders online.

Your Boss Has a New Look!

Kewanee, Illinois, September 2014

Boss Manufacturing is debuting a new colorful and modern look for Boss Gloves, as well as a new interactive website promoting its' new slogan **WORK HARD. WEAR BOSS.™** Boss understands and wants to recognize that it is the hard working users of its products that drives the company's innovation and product success in today's competitive safety wear and glove market. Boss' forward thinking approach encourages feedback from customers and end users alike to provide direction for creative product development and the manufacturing of better product solutions that are built tough and designed smart to handle the everyday stresses and help protect its users from dangers within the workplace. Whether that workplace is an oil rig or an assembly line, a construction site or a do-it-yourself gardener, Boss wants to be there to provide the best possible glove for each and every job.

According to Megan Murphy, Director of Corporate Marketing for Boss Holdings, Inc., *"Boss Manufacturing is a trusted company that has been in the industry for over 120 years. Boss recognizes the importance in today's market for innovation and adapting to the ever changing world around us, and that means accepting and adapting to technology to allow for new and easier ways for our customer's to do business. Boss wants people to be excited and educated about safety and gloves; so we have brought that to the forefront of our new look and to the future of Boss Manufacturing's branding."*

Colorfully created with a user friendly experience in mind, the website has been designed using the latest technology, thus making the Boss Glove website is easily viewable and compatible with today's internet browsers, while offering full functionality and rich-content on mobile devices such as smartphones and tablets. The new eye-catching Boss website allows its customers to easily choose to shop a complete range of protective wear solutions either by industrial (bulk, non-retail packaged items) or by retail (merchandised) usage. Product descriptions, part numbers, UPCs, catalogs, chemical charts, sizing graphs, an index of industry glove terms, enhanced search/filtering capabilities, and high resolution imagery are just some of the great new features that are available to customers, providing a detailed look at the individual products in each of Boss' protective wear categories including gloves, boots, safety glasses, rainwear, and more. Boss Glove customers are offered an enhanced website experience when logged into the site, with additional access to per item sell sheets, testing results for things such as cut resistance, online ordering capabilities, tracking numbers on shipped orders, as well as an online invoice history. The new e-commerce feature with shopping cart enables logged in customers to quickly and easily order Boss safety products and gloves.

The new Boss Glove website allows for further interaction with the company through its social media sites such as Facebook and Twitter. In Boss' social media sphere, the theme is **WORK SMART. WEAR BOSS.™** Boss will utilize its social media reach to provide a place where customers and consumers can get a more educational experience on safety in the workplace as well as the ability to interact and learn even more about Boss and its products, outside of the retail environment. *"In the industry today, it is not only important, but critical, that we educate ourselves and our customers to make sure we are recommending the proper personal protective equipment. With our new website, our goal is to take that mind set to the next level of excellence. The future of safety in the work place and at the home is up to us, and that is what Boss stands for."* Leslie Peterson, Vice President of Industrial Sales. Also, users who frequent Boss' social media sites will also have the opportunity to participate in giveaways as well as provide feedback and share information.

In addition, the new Boss website promotes its family of companies featuring Aries Manufacturing (a cellular accessory manufacturer and distributor), Boss Pet (a pet product manufacturer and distributor), and Galaxy Balloon (an imprinting promotional company). Users can also find more information about Boss Manufacturing's licensed Caterpillar (CAT) gloves and safety products. Additional sections and interactive features are planned for a phase two development of the Boss Gloves website, to ensure the new Boss website continues to provide a fresh, versatile site experience. A one-by-one redesign and re-launch of each company website within the Boss family, is also in development; further bringing together and unifying the Boss family of companies.

Visit the new [Boss Glove website](#) and give us your feedback on our new look by posting a comment on our [Facebook](#) or [Twitter](#) page.

About Boss Manufacturing Company

Since 1893, industrial workers, retailers, hobbyists and distributors have trusted Boss Manufacturing Company to deliver the safety wear and support they need for every situation. In the 1890's, in the small rural town of Kewanee, Illinois; a farmer, frustrated by the challenges of husking corn, combined a leather strap and a metal hook to create the Perkins Boss Husker. This simple invention led to the establishment of the Perkins Husker Company, which became Boss Manufacturing Company in 1893. Boss built its reputation by responding to the needs of local farmers, replacing their cloth work mittens with high-quality work gloves. Boss Gloves have been shipped all over the world. They even went to the South Pole with Admiral Byrd, but we haven't forgotten our roots, even after 120 years of growth. Boss Manufacturing Company is still to this day headquartered in Kewanee, Illinois with distribution centers and sales teams throughout the United States and Canada.

Today, Boss continues to respond to the urgent needs of our customers. We keep up with emerging technologies so that we can continue to offer innovative glove designs for changing work environments. As the oldest glove company in the United States, we've developed the infrastructure, inventory and relationships we need to ensure our customers and partners always have everything they need to succeed, as soon as they need it.

WORK HARD. WEAR BOSS.™

For more information, visit www.BossGloves.com