

	<b>Feature</b>	<b>Benefit</b>	<b>Advantages</b>
	<i>Our product has ...</i>	<i>Which will allow you to ...</i>	<i>And that means ...</i>
1	Waterproof Design	Keeps workers dry doing their work	The worker will be comfortable and able to work longer when it is raining and tasks need to get done.
2	Flame Resistant to Flash Fire and Arc Flash	Protects workers in their environment where flame hazards exist.	Since it is dual protected, you don't have to consider which flame hazard your protected against.
3	Chemical Splash Protection	Protects against incidental contact with chemicals	You can expand the use of the MP3 to applications you would need other chemical garments for. One product for multiple hazards.
4	Hot liquid protection	Protect workers that are exposed to hot liquid hazards	You don't have to consider additional products for protection.
5	Breathable, waterproof, wind proof membrane	Maximize comfort when worn since it is managing hot moisture the body is generating while protecting from rain and wind.	Workers are more comfortable while they are doing their job and it allows for expanded uses other than rainwear. Multi season use.
6	Nomex® by DuPont Substrate	Provide a soft and very durable inherent material to workers that will ensure flame resistant protection.	Workers have adequate protection plus flexibility in wearing the MP3 as a normal jacket.
7	Full accessory features such as attached hood, pockets, side zippers, and fall protection access on the back.	Provide a jacket which will better adapt to the working conditions and provide accessibility to PPE and other accessories that are incorporated as part of the worker's application or uniform.	Workers stay comfortable and do not have to work around their outerwear. The MP3 works around their uniform and PPE needs.
8	High Durability	Replace less rainwear over time	You will save money on your rainwear expenses.
9	Removable Fleece Liner Upgrade	Add a fleece liner for colder months of the year expanding to a winter jacket.	You can consolidate your outerwear purchases with the MP3 and allowing it to be an all season outerwear garment, which is a huge cost savings.
10	Overall Multi-Hazard Design combining durability and comfort	the proper protection and greater comfort to workers doing their jobs	Workers will be more satisfied and willing to wear their rainwear. It will also provide a cost saving since there will be less replacements.