

Why Do Your Employees Need Slip Resistant Footwear?

**FACT:**

Slips & Falls Are The #2 Cause Of Workplace Accidents



Receive a **FREE** Pair of Keuka Slip Resistant Shoes

And take your first step to improving compliance in a simple, affordable way. Because after all, safety is no accident—and neither is style.

See enclosed for details.



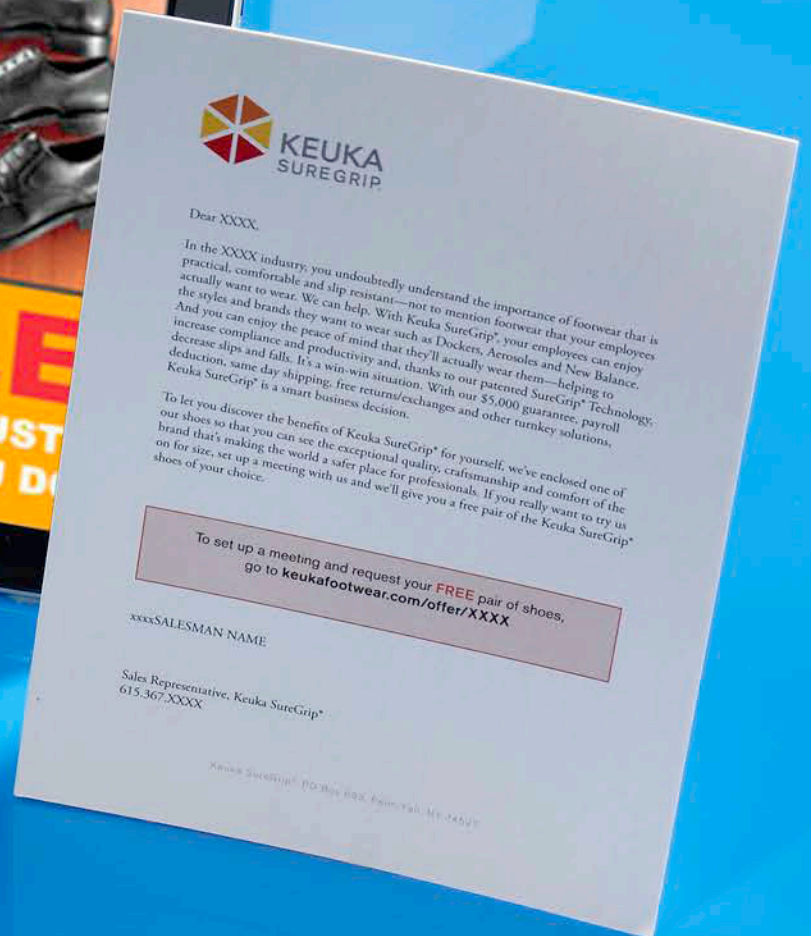
KEUKA



DOCKERS



AEROSOLES



Dear XXXX,

In the XXXX industry, you undoubtedly understand the importance of footwear that is practical, comfortable and slip resistant—not to mention footwear that your employees actually want to wear. We can help. With Keuka SureGrip™, your employees can enjoy the styles and brands they want to wear such as Dockers, Aerosoles and New Balance. And you can enjoy the peace of mind that they'll actually wear them—helping to increase compliance and productivity and, thanks to our patented SureGrip™ Technology, decrease slips and falls. It's a win-win situation. With our \$5,000 guarantee, payroll deduction, same day shipping, free returns/exchanges and other turnkey solutions, Keuka SureGrip™ is a smart business decision.

To let you discover the benefits of Keuka SureGrip™ for yourself, we've enclosed one of our shoes so that you can see the exceptional quality, craftsmanship and comfort of the brand that's making the world a safer place for professionals. If you really want to try us on for size, set up a meeting with us and we'll give you a free pair of the Keuka SureGrip™ shoes of your choice.

To set up a meeting and request your **FREE** pair of shoes, go to [keukafootwear.com/offer/XXXX](http://keukafootwear.com/offer/XXXX)

XXXXSALESMAN NAME

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