



**April 21, 2020**

Dear Customer,

I promised to stay in touch and provide regular updates. In the last few weeks, much has changed in the world. What hasn't changed: our steadfast commitment to you and your business.

Like you, all of us here at Safeguard are grateful for the ongoing acts of heroism, from medical professionals and first responders, public safety, public transportation workers and so many more. Our fellow citizens are inspiring us all.

At Safeguard, we're doing our part too. Consistent with guidance, we've deemed many products and services essential, and I'm proud of how our company is keeping production flowing for our nation and for you, our customers. We're supporting our communities and customers in other ways too.

A few things I would like you to know:

**First**, we're ***doing everything we can to keep our teams safe and healthy***. Our employees have successfully transitioned to work-from-home. In our facilities where we're doing essential production, we're regularly cleaning and tracking their wellness. We have also created many safeguards to help maintain social distancing during the entire shift from the very beginning at clocking-in, all the way to clocking-out.

**Second**, we're ***producing products and services reliably with our usual great quality***. Companies like yours have trusted us for nearly 65 years, we haven't let you down in the past, and won't let you down now. We never take your trust in us, or our opportunity to serve you, for granted. ***Thank you***

**Third**, we're ***providing support and guidance for businesses***. We launched the [COVID-19 Response Center](#) on website where critical information is updated for businesses.

**Fourth**, we're ***supporting our communities***. Our Safeguard Advisors and Promotional Products team are leveraging our supply chain to help many organizations acquire needed masks and other safety gear. And, our Safeguard Advisors are demonstrating creativity by working closely with suppliers who are repurposing their existing capabilities to make highly demanded products like hand sanitizer.

We've successfully dealt with crises throughout our history and are again today. We're grateful to have the opportunity to serve you in this crisis and always.

Sincerely,

Mark Byers  
President  
Safeguard