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**To: All Bullard Head Protection Distributors**  
**Date: 5 April 2010**  
**Re: New Product Launch – Bullard Bump Cap**

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Bullard is thrilled to announce its latest addition to the head protection line: the Bullard Bump Cap. As a direct result of market research gathered from the field, this new, lightweight, sleekly styled Bump Cap was designed and engineered to provide wearers greater comfort, durability, and protection against minor bumps, bruises and lacerations.

The new Bullard Bump Cap will be available to you on May 1, 2010. The MK2V Bump Cap, which is being replaced by this new enhanced product offering, will be available for shipment through June 30, 2010. Beginning July 1, 2010, all bump cap orders will be fulfilled by the improved Bullard Bump Cap.

Made of high-density polyethylene, the Bullard Bump Cap is equipped with a technologically advanced double-hoop design for supreme reinforcement and durability. In addition, the Bullard Bump Cap offers users an easy-to-assemble, multi-adjustment suspension that keeps the cap securely and comfortably on the wearer's head. We are really excited to offer you our new Bump Cap and have created marketing materials to support your organization's promotional efforts and for you to share with your customers. Please click on the links below for launch materials to help you promote the brand-new Bullard Bump Cap!

Best Regards,

Wells Bullard

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