

VISUAL TEXTILE RESOURCE

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PPAI

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Visual Textile Resource Continues Product Safety Leadership, Early Adopter of Industry's 'Product Safety Aware' Compliance Program

Paterson, N.J. November 1, 2014 – Visual Textile Resource, www.visualtextileresource.com, today announced it is among the first to achieve 'Product Safety Aware' status in the Promotional Products Association International (PPAI) Product Safety Awareness Program. This means Visual Textile Resource has met or exceeded the PPAI product safety training and education requirements.

Visual Textile Resource has demonstrated its commitment to product safety by actively engaging its workforce and adopting a corporate culture prioritizing product safety compliance training and a commitment to continuing education.

Visual Textile Resource compliance manager, Lenny Kutner said, "Meeting the evolving product safety compliance expectations of the promotional products industry requires regulatory knowledge and an ongoing company commitment. We are proud to establish a proactive leadership position in the industry through our commitment to PPAI's 'Product Safety Aware' compliance program. Product Safety Awareness gives us a strong competitive edge and increases the value in the client-supplier relationship; it's a win-win for both of us."

PPAI, founded in 1903, has a long history of leadership in the development of training and education programs meant to enhance safety programs in the promotional products industry. The Association is the world's largest and oldest not-for-profit trade association for the \$18.5 billion promotional products industry and is the leading provider of [promotional products safety and compliance training and education](#) with more than 50-years of [professional development and certification](#).

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