

## Typical Buyers and Decision Influencers - Health & Safety

Health and Safety (non-PPE) products are purchased and managed by a range of people across an organisation. Because safety responsibilities are shared, decisions often involve multiple roles with different priorities. Understanding who is involved helps dealers identify the right conversations and support customers effectively.

This category is not limited to specialist safety teams. Many of the products are everyday essentials that fall under general facilities management, office operations, or compliance responsibilities. Buyers are usually looking for practical, reliable solutions that help them meet their obligations without unnecessary complexity.

### Who typically makes the decisions

#### Facilities managers

Facilities managers are often responsible for ensuring that workplaces remain safe, functional, and well equipped. Their role typically includes maintaining first aid supplies, managing signage, overseeing spill control, and ensuring that essential safety equipment is in place. They look for products that are reliable, compliant, and straightforward to maintain across different areas of a building.

#### Health and Safety officers

In organisations with dedicated Health and Safety professionals, these individuals oversee risk assessments, inspections, and incident reporting. They ensure that workplaces meet legal requirements and that equipment is appropriate for the environment. They value clarity, consistency, and products that support good practice and documentation.

#### Office managers and administrators

In many workplaces, office managers handle day to day ordering and replenishment. They may not be safety specialists, but they are responsible for keeping essential items stocked and ensuring the workplace runs smoothly. They appreciate simple, practical solutions that are easy to order, store, and maintain.

#### Operations managers

In environments such as warehouses, manufacturing, or logistics, operations managers play a key role in maintaining safe working conditions. Their responsibilities often include preventing disruptions, supporting team safety, and ensuring that equipment and spaces remain hazard free. They look for products that help reduce risks and support efficient operations.

#### Procurement teams

Procurement teams may oversee purchasing decisions, especially in larger organisations. They focus on value, consistency of supply, and alignment with organisational policies. They appreciate clear product ranges, reliable availability, and suppliers who can support compliance needs.

## Who influences the decision

### HR and people teams

HR teams influence decisions when safety links to wellbeing, culture, or employee confidence. They support initiatives that create safe, supportive environments and may advocate for improvements to facilities or processes.

### Team leaders and supervisors

In active or high risk environments, team leaders often identify practical needs. They see day to day challenges and can highlight gaps in equipment, signage, or incident response tools.

### Sustainability leads

Where organisations have environmental goals, sustainability leads may influence choices around spill control, signage materials, or reusable alternatives. They support products that reduce waste and align with organisational values.

### Employees

Employees often provide feedback about safety concerns, missing items, or areas that need improvement. Their experiences can shape purchasing decisions, especially in workplaces that encourage open communication about safety.

## What different buyers may prioritise

- Facilities managers may prioritise reliability, compliance, and ease of maintenance
- Health and Safety officers may focus on risk reduction, readiness, and clear documentation
- Office managers may value simplicity, availability, and straightforward replenishment
- Operations managers may look for products that support safe, uninterrupted work
- Procurement teams may focus on value, consistency, and supplier reliability
- HR teams may consider wellbeing, confidence, and workplace culture
- Sustainability leads may look for low waste or environmentally responsible options

These priorities help dealers understand how to position products in ways that support each role's responsibilities.

## Why multiple roles are involved

Health and Safety is a shared responsibility. It affects everyone in the workplace, so decisions often involve more than one department. This creates opportunities for dealers to build relationships across teams and support organisations in a more holistic way.

## How dealers can think about the buyers

Dealers do not need specialist safety expertise to engage with these buyers. Instead, it helps to think about:

- who manages day to day safety tasks
- who is responsible for compliance
- who experiences risks directly
- who oversees budgets and purchasing
- who influences workplace culture and wellbeing

This approach helps dealers identify the right conversations and offer products that meet practical, everyday needs.

## Key takeaway

Health and Safety (non-PPE) decisions involve facilities, safety professionals, office management, operations, procurement, and HR. Dealers who understand these roles and their responsibilities can navigate conversations confidently and offer solutions that support safe, well managed workplaces.