

How to Position this Category - Health & Safety

Positioning Health and Safety (non-PPE) effectively is about helping customers see these products as part of the everyday running of a workplace. They are not specialist items reserved for high-risk environments. They are simple, practical essentials that support readiness, confidence, and professionalism in any organisation. When dealers frame the category in this way, it becomes easier for customers to understand its relevance and value. This category sits naturally alongside facilities, cleaning, and office supplies. It forms part of the infrastructure that keeps workplaces functioning smoothly. By positioning Health and Safety (non-PPE) as a core element of a complete workplace solution, dealers can show customers how these products contribute to the overall quality and reliability of their environment.

A strong positioning approach focuses on the idea that these products help workplaces stay prepared for everyday situations. Minor injuries, spills, and unexpected disruptions happen in almost every organisation. Clear signage, accessible first aid, and simple spill control tools help teams respond quickly and confidently. When customers see the category through this lens, it becomes less about compliance and more about supporting the people who use the space.

Why this category matters to customers

Customers value products that help them:

- stay prepared for everyday incidents
- maintain a professional, well organised environment
- support employee wellbeing and confidence
- reduce avoidable disruptions
- create consistency across different areas or sites

Framing the category around these everyday realities makes it feel relevant and accessible.

Why this category matters commercially

For dealers, Health and Safety (non-PPE) offers clear commercial advantages.

Many items are:

- replenishable
- used frequently
- needed across multiple areas
- easy to standardise
- simple to add to existing orders

This makes the category a natural fit for regular purchasing patterns and an effective way to strengthen long term customer relationships.

Positioning the category as simple and manageable

Customers often assume Health and Safety products are complex or technical.

Dealers can position the category as:

- straightforward to understand
- quick to install or replenish
- suitable for any workplace size
- flexible across different environments
- low effort but high impact

This reassurance encourages customers to engage with the category without feeling overwhelmed.

Part of a complete workplace offer

Health and Safety (non-PPE) fits neatly into a broader workplace solution that includes:

- facilities supplies
- cleaning and hygiene
- office essentials
- storage and organisation
- wellbeing products

Positioning the category in this way shows customers that they can source everything they need from one place, reducing administrative effort and creating consistency across their organisation.

Key takeaway

Positioning Health and Safety (non-PPE) is about showing customers how simple, practical essentials contribute to a safe, confident, and well organised workplace. When framed as part of a complete workplace solution, the category becomes accessible, relevant, and commercially valuable in its own right.