



PRESS RELEASE

EARPLUGZ-PC™

by E.A.R., Inc.

E.A.R., Inc. Announces New EarPlugz-PC™ A Low-Cost, High-Performance Earplug with Removable Pop Cords!

March 2011, BOULDER, CO. We asked many of our key accounts "What features would you like to see in a new generic-type hearing protection product?" and were told the following:

- Anything that minimizes the daily expense for disposables would be appreciated.
- Have different sizes to accommodate different sized ears.
- Make them easy to fit, use and keep clean.
- Corded plugs are expensive – include a reusable cord.
- Provide option to have plugs be metal detectable as required by food industry.
- Consider bulk packaging for economy.
- Minimize or eliminate the expense of unnecessary packaging which is often just thrown away.
- Have acceptable Noise Reduction Ratings (NRRs).



In response to these concerns, we created and field-tested our new EarPlugz-PC™ which were very well received!

EarPlugz-PC™ come with a reusable, removable "Pop Cord". They are available in 3 sizes (Large, Medium and Small). With proper care (soap and water, no solvents) these plugs are expected to last 6-12 months. Color choices are orange and black. Available in individual packaging or bulk packaging of 50 sets per bag (with cords, metal inserts, pouches, and instructions separate).

With EarPlugz-PC™, E.A.R., Inc. has created a product that provides maximum flexibility for both end users and delivery systems engaged with generic hearing protection.

NRR: 28 when used as directed.

Print-resolution photos are available for immediate download in the Media section of E.A.R., Inc's website: <http://library.earinc.com/EarPlugz-PC>



Also available in orange

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Celebrating 40 Years of Innovation in Hearing Protection!