

FOR IMMEDIATE RELEASE

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For more information:
Ansell Healthcare Europe NV
www.ansell.com
Tel: + 32 2 528 74 00
Fax: +32 (0) 2 528 74 01

ANSELL'S AUTOMOTIVE EXPERTISE PROVES A PERFECT FIT FOR EDD CHINA'S WORKSHOP DIARIES

06 May 2021 - Brussels – Ansell, a global leader in protection solutions, has announced its latest collaboration with British mechanic and motor specialist, Edd China. Ansell is becoming the Official Personal Protection Equipment (PPE) Partner for Workshop Diaries - his new YouTube series.

The content of Workshop Diaries covers a broad range of workshop mechanical operations, with Ansell PPE present on screen throughout, as well as featuring in the three tasks typically completed in each episode.

A natural choice for Ansell

As the first major presenter and automotive personality championing the use of PPE in the automotive workshop, Edd China is a natural choice for Ansell. His growing popularity is based on Wheeler Dealers, in addition to appearances on other popular automotive shows, including: Top Gear, Auto Trader, and Scrapheap Challenge.

This new collaboration with Workshop Diaries offers an opportunity to target increased brand recognition for Ansell's automotive aftermarket protection solutions and follows Ansell's previous highly successful partnership with Edd in support of MICROFLEX® 93-260RP gloves.

Global glove appeal

Edd's trademark use of orange gloves, which is a key part of his personal brand character - and the first thing most people associate with him - reinforces with the audience the significance of his choice of Ansell gloves. Starting with a core following in the UK, his expertise has grown to extend across Europe, through the Americas, India and around the world. With thirteen series of Wheeler Dealers over ten years - most recently on the Discovery Channel – Edd China's strong appeal can be discerned by a global audience exceeding 300 million.

A weekly insight into the advantages of the right PPE for the right task

Workshop Diaries' 50 X 30 minute You Tube episode format focuses on the practical aspects of Edd's workshop life. The "mechanical virtuoso on the spanners" will be doing a series of tasks on vehicles of all ages, which provides a showcase for the innovative features of Ansell's market-leading protection solutions.

Rikard Froberg, Senior Vice President and Chief Commercial Officer for EMEA & APAC Region at Ansell states: "Our new collaboration on Workshop Diaries will cement the synergy between two complementary brands, each with authority, trust and acknowledged expertise in the global automotive aftermarket. Edd's personality and reputation for championing PPE makes his programme the perfect fit. The content included is synonymous with Ansell's product innovation and practical insight and will give us a great opportunity to drive global awareness of Ansell brands for their exceptional protection and contribution to sustainability."

As each product is featured, AnsellGUARDIAN® Partner - Ansell's glove selection tool, will be promoted and traffic-linked to "Buy Now" online retailers – including Amazon – ensuring viewers/customers get the right glove for the right automotive task. AnsellGUARDIAN® Partner will also be included within trade communications, website and product links. It will also feature across Edd China's social media channels, where his audience on You Tube alone is anticipated to grow to more than two million by 2022.

Ends

Edd China

To see a Workshop Diaries Taster video, please visit: <https://youtu.be/ZQJ7IB7OBN4>

Links:

www.youtube.com/eddchina

www.workshopdiaries.com

About Ansell

Ansell is a world leader in providing superior health and safety protection solutions that enhance human well-being. The world's need for better protection never stops, so Ansell is constantly researching, developing and investing to manufacture and distribute cutting edge product innovation and technology, marketed under well-known brands that customers trust.

Operating in two main business segments, Industrial and Healthcare, Ansell is the market leader that continues to grow, employing 13,000 people worldwide. With operations in North America, Latin America/Caribbean, EMEA and Asia Pacific, customers in more than 100 countries around the world trust Ansell and its protection solutions. Information on Ansell and its products can be found at www.ansell.com. #AnsellProtects

HyFlex® **GAMMEX®** **AlphaTec®** **MICRO⊕FLEX®**

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