

RED ZONE EXPERIENCE

Contractors Get Safety Training From Milwaukee

(NAPSA)—Safety is important on the jobsite; just ask the professional tradesmen and women that build the places you live and work in. Now these tradesmen have access to more training on the jobsite. The reason?

A 53-foot trailer—that's actually an exciting interactive mobile event and training vehicle—offers power tool application and safety training as well as the latest in new product innovation. Sponsored by Milwaukee Electric Tool Corporation, the trailer has been designed to provide hands-on testing of Milwaukee tools for professional tradesmen and women.

Called the Red Zone Experience, the trailer has pop-out sides that expand the rig into a mobile training center and also has extensive areas for contractors to test new products. It is designed with three separate zones that feature the Milwaukee Experience—a job-site themed theater for video presentations, a training facility/display area and a product testing area.

A Commitment to Safety Training

What is revolutionary about the Red Zone Experience is the opportunity to offer training for the trades at a grassroots level. Many similar vehicles focus only on their company's product features and benefits and are really "mobile displays." The Milwaukee tour is a commitment to meeting



SAFETY IS NO ACCIDENT—Thanks to a nationwide tour, contractors will get safety training and students can find out about trade career options.

the crucial needs in the trades for advanced product application and safety training, especially for the younger generation of contractors. Research shows construction trades have higher job injury rates than most other occupations and that many of the accidents could be prevented with more safety training for the workers.

Trade Career Options

Milwaukee also intends to promote the trades and trade careers as a rewarding option. The Red Zone Experience will expose students to the benefits of careers in the trades using Milwaukee's Respect for the Trades message. With an average age of 47, the

trades have a potential crisis in the making as tradesmen begin retiring in the next 10 to 15 years. Unless more students begin choosing trade careers now, there will be an acute shortage of skilled tradesmen in construction. Many contractors say trade careers are more satisfying than dwindling manufacturing jobs or many jobs in the service sector.

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This nationwide tour will travel to Milwaukee distributors, votech schools, union training centers, fire/rescue events, trade shows, job sites and other events which attract tradesmen. To learn more, visit Milwaukeeetool.com.