

# Beginning to Prepare

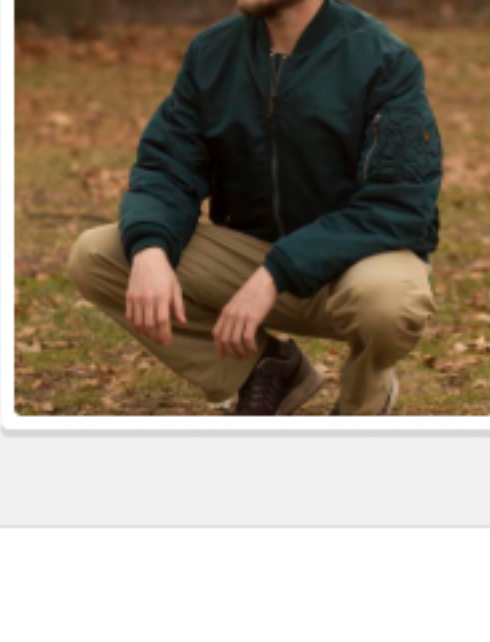
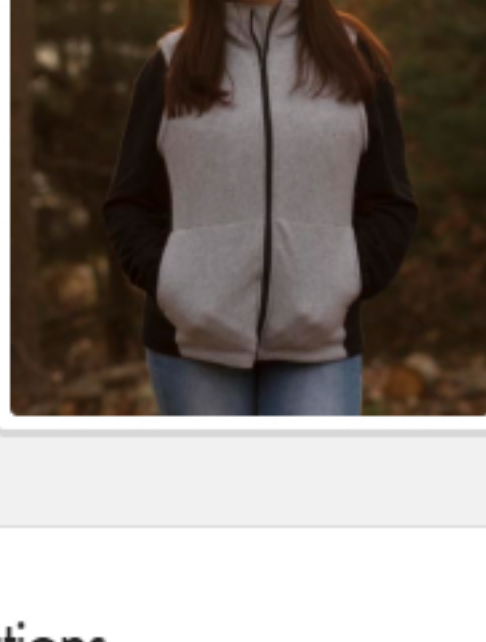
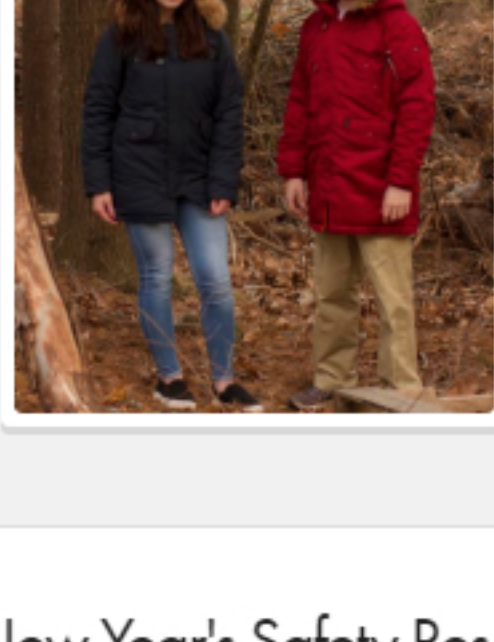
January 2019 Newsletter

As the bustle and excitement of the holiday season subsides, we begin the new year by reflecting on the upcoming months ahead. Consider taking proactive steps to ensure your safety throughout the month of January and the rest of the year. January is a great time of year to "reset" and consider where you can improve. Keep reading to find information on new year's safety resolutions, practical winter preparedness tips, 12 months of prepping, and promotions to take advantage of this month.

FALCON FLIGHT JACKET

FORTRESS FLEECE VEST

FLIGHT JACKET



## New Year's Safety Resolutions

Almost half of all Americans make New Year's Resolutions at the start of each new year, which are goals to follow throughout the year. Common resolutions among Americans include losing weight, eating healthier, and saving money for a vacation. According to a recent study, however, 80% of new year's resolutions reportedly fail, and less than half of resolution-makers stick to their resolutions throughout the year. This failure can be attributed to a lack of planning, unrealistic goals, or a lack of effort attributed to carrying out the resolutions. However, goal-setting and resolution-making can be a powerful step to enacting change. This year, consider making a few realistic resolutions that focus on your safety and preparedness. Doing so is a way you can take a proactive approach to invest in yourself and well-being. These safety resolutions could include making and practicing an evacuation plan, assembling an emergency preparedness kit, or taking a First-Aid and CPR course. Invest in yourself and your future by investing in your preparedness and safety.

## Winter Preparedness Tips

As we enter the colder months, it is important to consider the safety practices you currently employ, and others that you can begin to use. Especially if you live in a region prone to dangerous weather conditions and cold temperatures, it is essential to take extra precautions during the winter months.

1. Winterize your home: check your heating system, test your smoke detector & replace batteries every six months. Install a carbon monoxide (CO) detector to prevent CO emergencies.
2. Winterize your car: replace your tires with all-season or snow tires, get regular oil changes, and keep the gas tank full to avoid ice in the tank. Assemble a winter emergency kit for your car that includes blankets, warm clothes, a first-aid kit, and plenty of food and water.
3. Travel precautions: If you live in an area that gets a lot of snow, take extra precaution to prepare for winter weather. Avoid traveling when a weather advisory is issued unless necessary.
4. Outdoor safety: Wear warm clothes with multiple layers during outdoor recreation. Sprinkle sand on icy patches to avoid slips and injuries.

CHECK OUT SOME OF OUR POPULAR WINTER GEAR

FORTRESS FLEECE VEST



Pictured above is our women's Fortress Fleece Vest. The vest is ideal for warmer winter days and can also be worn throughout the fall and spring months. Constructed from high quality, ultra-soft polyester, and manufactured entirely in house at our Massachusetts facility, you can be sure that your vest will be both durable and comfortable enough for year-round use through multiple seasons. Like all of our products, the vest is equipped with NIJ IIIA ballistic inserts, only adding a couple pounds to the vest's overall weight. This ensures concealability of the jacket's anti-ballistic capabilities, and prevents a bulky feel for the wearer. The vest's shell, side panel, and zipper can all be color customized to your liking, with over 300 total unique color combinations to choose from. We also offer a men's Fortress Fleece Vest that provides a different fit, but features the same color customization choices and capabilities as the women's vest.

FALCON FLIGHT JACKET



A thick parka equipped with NIJ IIIA rated anti-ballistic panels, this jacket does not compromise on your warmth or safety during the cold winter months. It is constructed with a thick nylon shell and polyester lining for superior water-resistance, and features a removable faux fur hood, storm flap, and cuffs for added warmth. The jacket is lightweight at just 7 pounds with the anti-ballistic panels included, ensuring comfort and concealability during long periods of wear. The Falcon Flight was designed as a practical safety solution to keep you both protected and warm in the coldest weather conditions. This jacket is suitable for both men and women, and comes in a variety of color options to choose from.

## 12 Months of Prepping

In recent years, there has been a spike in popularity of prepping, but with that has come major backlash and criticism. In reality, prepping is simply preparing for the future. It is not intended to take over one's life or induce unnecessary fear, but rather consists of taking proactive steps to prepare for the unexpected emergencies that are part of life. These emergencies could range from losing your job and being without a steady income for a while, to natural disasters hitting your community, to an act of terrorism that disrupts your country. Regardless of the type of emergency, prepping is based upon preparing your home, family, workplace and community for a variety of situations that could occur at any time. In an emergency situation, the last thing you want to do is have to scramble to figure out important details or worry about being without essential supplies and resources. Prepping allows individuals the opportunity to prepare well in advance to reduce the stress that comes along with an emergency. For many new preppers, the process of preparing can seem intimidating, expensive, and time-consuming. Luckily, there is a lot of helpful information online that can be used to make the process easier. Many people have turned to the "12 months of prepping" format, where they dedicate each month of the year to a different aspect of prepping. For example, January could focus on goal-setting and financial preps for the year, while February focuses on building up your food storage supply. This approach eliminates the financial and time burden that can come with doing everything all at once. The 12-month format is a helpful way to organize your year and can help you start to take a proactive approach to your safety and well-being.

For a more comprehensive outline of the 12 months of prepping, be sure to check out the January blogs on our website, where we will break down each individual month with specific tasks to complete and supplies to buy.

## Employee Highlight of the Month

John has been BulletBlocker's Multimedia Specialist for a total of 3 years. He is in charge of taking photos of new products, graphic design for the website, producing product videos, and more. John helps produce the artistic medium for the company and adds a creative and modern edge to Bullet Blocker. When he's not behind the camera, he also helps to model some of the new products, as seen in his photo with the [Leather Nomad Carryall](#). Fun Fact: John likes to work on and drive cars.



THIS MONTH'S DEALS

- Items on sale right now: The [Safety Shield](#) is on sale for nearly 15% off and is available for immediate shipping. As featured above, the women and men's Fortress [Fleece Vests](#) are both on sale for \$50 off the original price.
- Be sure to check out our [Immediate Shipping](#) page for products that are guaranteed to ship from our facility within two business days from the time you place your order. Expedited shipping is also available if you need the product ASAP.
- Check out our [Inventory & Closeouts](#) page to find discontinued products or those we no longer sell offered at discounted rates.



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As always, contact us with any questions you have, and follow us on our social media accounts to get the latest information on new products, coupons, and monthly promotions.

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