

Scaffolding company builds successful safety culture

Brand Services

Each year, according to the International Labor Organization, an estimated 2 million women and men die as a result of occupational accidents and work-related diseases. Annually across the globe, there are some 270 million occupational accidents and 160 million work-related diseases.

The good news, however, is that prevention works. Over the years, experience has shown that a preventive safety culture is beneficial and effective in helping avoid workplace accidents and illnesses and improving business performance.

Brand Services is one of the largest industrial services companies, providing access services to power plants, refineries and other major energy sectors. With more than 95 branches in North America, Brand is also renowned as one of the industry's safest companies. During 2006 in the Southwest and Southeast, the company performed 10 million man-hours and experienced zero lost-time inquiries.

BIC magazine asked Brand's President and CEO Paul Wood to talk

about the approach Brand uses to achieve its exemplary safety record.

"It all comes down to our powerful safety culture, which influences every worker's behavior, every day," Wood said. "At Brand, when we look at the root causes of incidents, we dig deeper than just our management systems and proactive safety processes. We examine the work group's (and the location's) safety culture and ask ourselves these important questions: 'Is the local management really seen by employees as supporting safety?' 'Is safety leadership truly in place?' 'And, if not — how are we going to change things?'"

Studies have shown that companies with strong safety cultures show better economic performance compared to others. Wood believes this is because the factors that determine culture are the same ones that influence positive attitudes, service and quality — all of which lead to productivity and profitability.

"At Brand," Wood said, "we never underestimate the power of our safety culture. We work to ensure that there is never any question in the minds of

employees that their leaders, both locally and at the senior levels of the company, are totally committed to creating a safe work environment for everyone."

Marty McGee, president of Brand Energy, Southwest region, added that safety is at the top of the customer's mind.



Brand's workers at a power plant.



Brand's scaffold erected inside the boiler at Monroe Power Plant in Michigan.

"When we talk to customers, it's the first question they ask: 'How does your safety record compare to others?' It's clear that Brand's safety culture has helped us achieve and maintain a leader-

ship position in the industry and contributed to our overall success," he said.

For more information, call (905) 660-8176 or visit www.brandservicesinc.com. □