













## 7 MOST COMMON CAUSES FOR WORKPLACE ACCIDENTS

- > Shortcuts
- > Overconfidence
- > Poor housekeeping or lack of it
- > Starting a task before getting all necessary information
- > Neglecting safety procedures
- > Mental distractions
- > Lack of preparation

> CULTURE







Since 1933

## **INTEGRAL SAFETY APPROACH**

- Users interact with our products briefly so people assume they know how to use them safely
- Time to educate them on proper use is nil







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## **INTEGRAL SAFETY APPROACH**

- > The way people behave is a product of upbringing, culture and education.
- > Result: A campaign designed for the Netherlands may not work in Germany or the United States.
- > What about refugees, foreigners and travellers?









