

# Local Business Spotlight on Froh Safety



By Adam  
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During the course of an average day in downtown New Bedford, you might walk past half a dozen people who, unbeknownst to you, own their own businesses. Bar owners like the guys from Rose Alley or Barry and Denis from Catwalk, are well known because of the nature of their business. The same can be said for restaurant owners, like Jared over at Candleworks.

However, there is another group of people who live and work in New Bedford that you would never know ran successful companies. I would venture a guess that there are nearly as many entrepreneurs in New Bedford who operate from home, or strictly on the internet, as there are people with actual stores. We have people in New Bedford who own and operate their own sandwich shop, or their own roofing company, or in the case of Jeremiah Froh, a safety products company.

These businesses may not be as widely known or recognized as the bars and restaurants, but are no less a part of the local economy. With that in mind, we'd like to shine this week's Local Business Spotlight on Froh Safety.



Froh Safety owner  
Jeremiah Froh.

**Owner name:** Jeremiah (Jay) Froh

**Company Name:** Froh Safety

**How long has Froh Safety been around?**

Froh Safety was established in 2007.

**How did Froh Safety get started?**

Fresh out of college I got a job working for a start-up safety company that was a bit too ambitious with its ideas. They had a lot of good ones, but tried to implement too many at once, which forced the company into bankruptcy. I had invested too much time and money to abandon the goals I'd set, so I picked up where they left off. I chose to concentrate on what was working, and soon after incorporated Froh Safety.

**What is your company all about?**

Our purpose is to provide local businesses with the certified equipment that they need to operate safely at a price they can afford. Our strategy to accomplish this is to localize high demand products through micro-warehousing, utilizing the Froh Safety Distribution Network. As our network of safety suppliers and users grows in a community, so does the savings and overall preparedness level we are able to provide to that area.

**What sort of services do you provide?**

Currently we supply on a online retail/direct wholesale level. However, we are exploring the possibilities of doing our own manufacturing.

**What made you want start this particular business?**

A need, a family in construction, a personal love for automotive customization, a degree in Computer Science, and a solid relationship with an ISO-certified Safety Manufacturer.

**What is your target market?**

Our target demographics range from any industry operating within U.S. Department of Labor guidelines to individual consumers seeking better protection on personal projects.

**Do you have a store, or are you strictly online?**

I wouldn't say I'm strictly online, although the Froh Safety website is the foundation of my business. Frohsafety.com functions as both a virtual storefront and as the central hub of information for our safety network functions. You can purchase products online, or request a sales rep. to deal with your business directly. Our distribution centers operate solely as warehouses, as we don't currently have a physical storefront.

**Do you have plans for a brick-and-mortar store?**

Froh Safety currently consists of two distribution centers specifically designed to handle order fulfillment; one on the East Coast and one on the West. I have sales representatives who conduct business-to-business transactions. We also sell wholesale to local vendors to re-sell products our products. Eventually, we would like to have a store where people can come in and see our products in person.



Froh Safety's  
best seller, the  
Raven

**What is your best selling product? Describe it a little bit.**

My best-seller is the SAS Safety Raven Nitrile Gloves.

Ravens are black, general purpose, exam-grade, powder-free, 6mm nitrile disposable gloves, available in sizes small to XXL. Nitrile is popular and seems to be the choice material for disposable gloves in every industry besides medical. Nitrile comes in multiple colors, though I find that most guys prefer the black over blue and white. The 6 millimeter thickness is better than average, and helps with overall durability while still maintaining dexterity.

**What makes you better than other similar companies?**

The Froh Safety Distribution Network Database. I personally field test all of my products and review them. We also encourage our customers to review and submit feedback on every product we sell. A lot of distribution companies blindly push thousands of products to the consumer, selling whatever they can to make a profit, regardless of quality.

We demand high standards from our manufacturers to ensure that our end-users are getting the best possible products. Our reps. conduct business surveys in the area, and tailor the products to locally supply that area more appropriately. The closest warehouse is then outfitted with the products that best fit the needs of that community. This allows Froh Safety

to meet local demand and lower the overall cost on these desirable products.

**Can you name some of the businesses or organizations you have done business with?**

Froh Safety has done business with national companies, like Nstar, National Grid, and Amtrak, but also with organizations on the state and city levels such as MBTA, New Bedford Department of Public Works, and the New Bedford Department of Public Health. We do business with hospitals, clinics, machine shops, construction companies– even dentists! We've also helped supply great organizations like the Boys & Girls Clubs, Haiti Relief, and the Breast Cancer Research Foundation.

**Do you sell to individuals, or just to businesses?**

Both. I encourage individuals to purchase on the website, and businesses to deal with a local representative. I can offer a better rate to most businesses because they buy in bulk, which usually includes volume rate and free freight. Individuals that want to use a high grade product but may not need that many, for instance, at home garage, should purchase through our website.



Froh Safety gear being used at a pier reconstruction project near Fathom's in New Bedford.

**Where do you see Froh Safety a couple years down the road?**

Froh Safety is in position to expand exponentially as the demand for safety equipment increases nationally. The Froh

Safety Distribution Network will be matching users with products and utilizing micro-warehouses to fulfill orders in every state rapidly. This will expedite shipping, offset shipping costs, and subsequently offer homeland security by meeting the safety preparedness demands of that local community.

**What are some of the problems you've run into or issues you've faced in starting your own business?**

All the usual problems facing someone trying to start their own business: funding, banks, distractions. "Wearing too many hats," is definitely a draining experience, but as with everything, there is a learning curve. It's easy to get frustrated and want to give up. It's much harder to take those frustrations, analyze what caused them, and effectively learn from them. Focusing on solutions to problems rather than the problem itself is essential to growing a business.

**Finally, Froh Safety will be involved with the World of Wheels event in Boston, happening from April 1-3. Tell us a little about World of Wheels, and how you are involved there?**

World of Wheels, also known as Autorama, is put on by Championship Auto Shows. Hot rods are always at the heart of each show, but in recent years it has expanded to include many exhibitors and manufacturers. This is the first year it will be held at the Boston Seaport World Trade Center, formerly known as the Commonwealth Pier. This is also the first year Froh Safety will be exhibiting.

The goal is to have our automotive-related safety products on display and available to the attendees.



World of Wheels spectators are avid fans. They come to witness the latest trends, view the hottest cars, and also take notes for their own projects. "Audience satisfaction is attested to by the incredibly high (97.3%) rate of recommending attendance to others. Research shows that 72.9%

of attending audience tries to support companies who sponsor Autorama or World of Wheels events.” These stats are hard to ignore, especially considering the Boston event averages 90,000 people.

I have personally attended the show for over a decade and am proud to have Froh Safety be part of the exhibitors this year. 20 products that come highly recommended in the industry have been selected for the event. They’re perfect for recreational garage use, or for use in a certified shop. I encourage anyone in the area that has an interest in the custom automotive industry to attend. I look forward to all the great entrees in the car show, but this year will be about the potential business collaborations and connections to be made in the Boston area.

You can visit the Froh Safety website (linked above) to view and purchase products. You can also keep up news and new products from Froh Safety at their Facebook page, and don’t forget World of Wheels, going on this weekend in Boston.