



Enjoy music safely
with
MACK'S[®]

Enjoy music safely.

We love music.

Music can be enjoyed in so many different ways. Some people like it loud. Some people like it soft. Some like to play music. Some like to sing music. Some like to write music. And, some just like to listen. Music moves us. Music inspires us. And, music can even help us heal. But no matter how we enjoy our music, we need to make sure we enjoy it safely.

Why music matters.

Music helps the soul, the mind and the body. Studies have shown that music can help patients recover from illnesses, help athletes perform better, help reduce stress, and can even help us think better. Great symphonies, awesome concerts and solo artists impact individuals in ways that few other aspects of life can. Music can make a difference in lives. Music matters.

To make sure we enjoy music safely, we need to protect our hearing.

Mack's® has a full line of products designed specifically for people who love music and want to make sure they protect their hearing. This catalog showcases the Mack's® brand products that help people enjoy music safely.



Raymond Benner, co-founder of McKeon Products, was a renowned and accomplished classical symphony orchestra musician in the Detroit Symphony Orchestra.



Why Mack's®?

Our company founders, Raymond and Cecilia Benner, had a deep love of music, which helped them as they founded McKeon Products over 50 years ago. Ray was a professional symphony orchestra musician and Cecilia is an avid cellist. The Benner family continues to support the arts as musicians, performers and patrons.

The Benners' commitment to excellence also created a significant brand, Mack's®. The Mack's® hearing protection brand has achieved significant market position.

#1 Selling Product - Mack's® Value Pack Silicone*

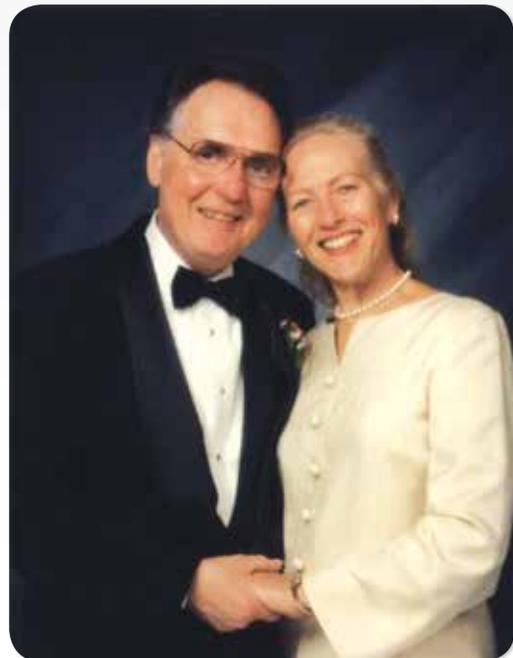
#1 Selling Brand*

#1 Selling Kid's Earplug - Mack's®*

#1 Selling Silicone Earplug*

#1 Selling Dual Purpose Flanged Earplug - Ear Seals®*

*Source: September 2012 I.R.I. Food, Drug and Mass



The Benners

McKeon Products proudly brings expertise, heritage and experience to the music market with a line of hearing protection products that helps music lovers maximize their enjoyment of music safely.



Hear Plugs® High Fidelity Earplugs

Unique open-air membrane filter ensures natural sound and comfort while reducing harmful noise
Deliver high clarity sound • Provide high fidelity performance

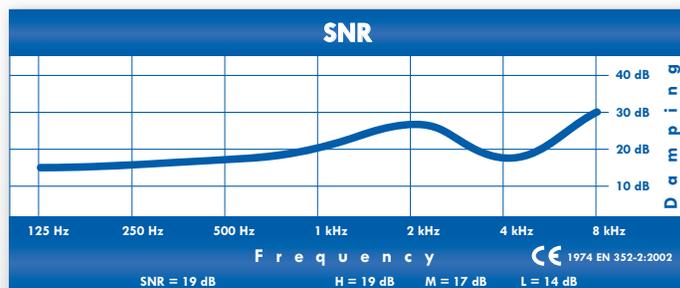
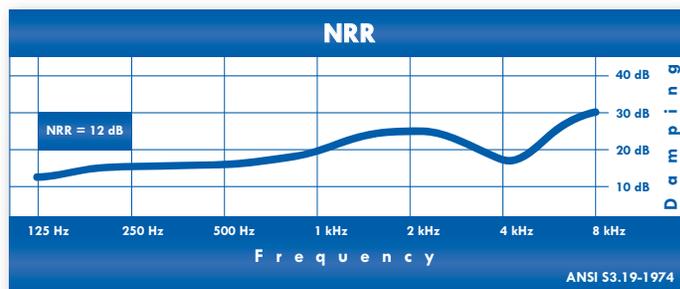
- Includes 2 comfort tip sizes for optimal fit
- Offers pain-free hearing protection
- Provides extremely comfortable wear
- Includes a Mack's® aluminum storage/travel case
- Are the #1 Doctor Recommended brand
- Noise Reduction Rating (NRR) of 12 dB

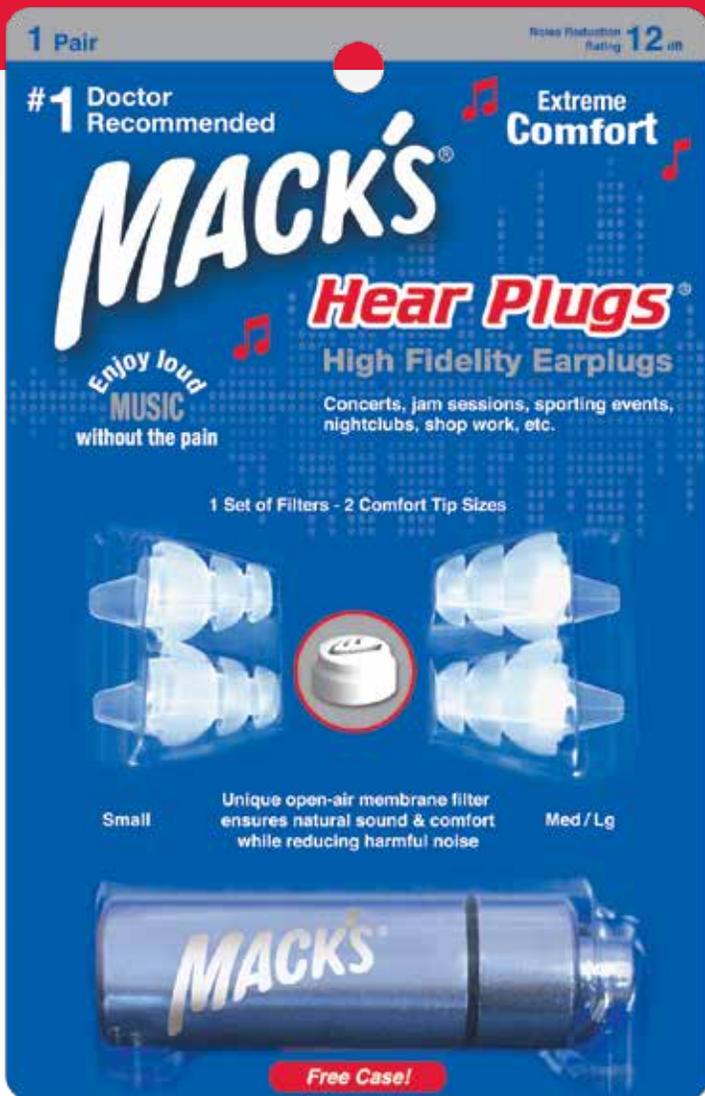
Enjoy loud music without the pain



Equal Sound Reduction

Mack's® Hear Plugs® provide almost equal sound reduction (20 dB) across the range of hearing, whereas standard earplugs reduce the high frequencies, resulting in muffled speech and music.





Item #16

About the Noise Reduction Rating (NRR)

The NRR for Mack's® Hear Plugs® High Fidelity Earplugs is 12 dB, but actual clinical measurements of properly inserted Mack's® Hear Plugs® indicate that these earplugs provide almost equal sound reduction of 20 dB at all frequencies. The majority of eight-hour equivalent noise exposures fall between 85 and 95 dB. Many musicians and industrial workers can be adequately protected with as little as 10 dB of sound reduction. Other earplugs provide too much sound reduction for many environments. (NRR is computed from laboratory data that are not representative of the values attained in the real world by actual users.)

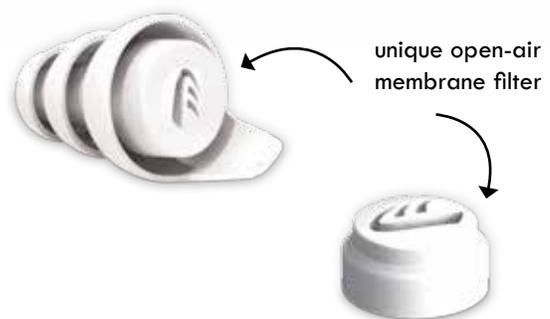
Maximum Weekly Noise Exposure (NIOSH, 1998)

Sound (dB)	Exposure Type	No protection	With protection
60	Conversation	SAFE	—
80-85	Noisy restaurant/Vacuum/Average factory	40 hrs	SAFE
88	Circular saw/Loud party/Motorcycle	20 hrs	SAFE
94	Subway/Riding mower	5 hrs	SAFE
97	Live band	2.5 hrs	40hrs
100	Sporting event/Chain saw/Snowmobile	1.25 hrs	20hrs
112	Blues bar/Rock concert	5 mins	1.25 hrs
115	Ambulance siren	2.5 mins	36 mins
140	Jet engine/Gun shot/Firecracker	INSTANT LOSS	*

* Above 125 dB you are at risk for any period without maximum protection

What makes Mack's® Hear Plugs® High Fidelity?

Mack's® Hear Plugs® High Fidelity Earplugs' unique filter technology replicates the natural response of the ear canal so that sound heard with these earplugs is as clear as the original, just quieter. Mack's® Hear Plugs® have nearly the same fidelity as Musicians Earplugs™ (custom earplugs worn by professional musicians) and are a low-cost alternative.



Acoustic Foam Earplugs

Innovative shape • Clear sound • Softer acoustics • Safe, comfortable noise protection



Item #967 - 7 Pair



Item #963 - 3 Pair

- Reduces inner ear sounds, which normally grow louder when earplugs are worn
- Excellent voice perception for improved communication
- Low sound absorption
- No risk of over-protection
- Extremely comfortable
- Simple insertion even in narrower auditory canals
- Concerts, jam sessions, nightclubs, shop work, etc.
- Noise Reduction Rating - 20 dB



Bulk Earplug Dispensers

Great for concerts, nightclubs, festivals, or any loud events



Item #196 - 100 Pair Tub

Corded Earplugs

Convenient cord for hanging earplugs around neck in situations where noise starts and stops



Item #961 - 1 Pair Corded

Blackout® Soft Foam Earplugs

Molded with state-of-the-art, super low-pressure foam • Fully skinned and tapered, providing unmatched user comfort and hygiene



Item #987 - 7 Pair



Item #983 - 3 Pair

- Safe, comfortable hearing protection
- Fashionable, discreet color
- Great for concerts, jam sessions, nightclubs, etc.
- Noise reduction rating - 32 dB



Silicone & Flanged Earplugs



Item #8 - 2 Pair - Beige

Pillow Soft® Silicone

- #1 Selling Silicone Earplugs
- Molds to the unique contours of any ear, forming a perfect, extremely comfortable, custom fit
- The tacky putty forms an airtight seal that no other hearing protection can match
- Non-toxic and hypoallergenic
- Less expensive, more convenient, and easier to use than custom molded plugs
- Storage case included
- Concerts, loud events, traveling, sleeping, studying, flying discomfort
- Noise Reduction Rating - 22 dB



Kids Silicone

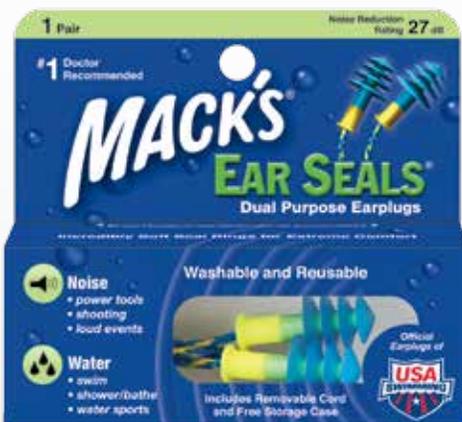
- #1 Selling Kids Earplugs
- Recommended for kids 6 years and under only
- Bright color is fun for kids and easy for parents to see
- The tacky putty forms an airtight seal that no other hearing protection can match
- Storage case included
- Non-toxic and hypoallergenic
- Concerts, loud events, traveling, sleeping, studying, flying discomfort



Molds to the unique contours of any ear, forming a perfect, extremely comfortable, custom fit



Item #10 - 6 Pair



Item #11 - 1 Pair

Ear Seals®

- #1 Selling Dual Purpose Flanged Earplugs
- Dual Durometer Design (two plastics used in the molding process) allow for ease of insertion and unmatched comfort
- Incredibly soft for extreme comfort
- Removable cord convenient for hanging earplugs around neck in situations where noise starts and stops
- Storage case included
- Concerts, loud events, power tools
- Noise Reduction Rating - 27 dB



Soft Foam Earplugs

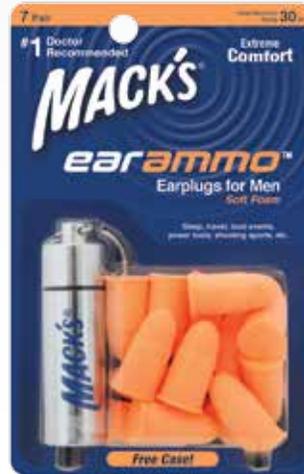
Molded with state-of-the-art, super low-pressure foam • Fully skinned and tapered, providing unmatched user comfort and hygiene • Safe, comfortable noise protection



Item #927 - 7 Pair



Item #937 - 7 Pair



Item #947 - 7 Pair



Item #917 - 7 Pair

Ultra

- Offers the unsurpassed combination of hearing protection and comfort in environments with hazardous noise levels
- Free travel case included
- Noise Reduction Rating - 32 dB



Dreamgirl™

- Designed for women with small or sensitive ear canals
- Unique hollow end and flared design maximize comfort
- Softer, smaller, silky smooth & contoured
- Free travel case included
- Noise Reduction Rating - 30 dB



Ear Ammo®

- Designed for men
- Step-down design results in one of our most comfortable designs ever
- Fun, unique ammunition shape
- Free travel case included
- Noise Reduction Rating - 30 dB



Slim Fit™

- Designed for small ear canals
- Free travel case included
- Noise Reduction Rating - 29 dB



Concerts • Loud Events • Night Clubs • Motor Sports • Sleeping • Traveling • Studying • Power Tools

Also available: 3 pair, 5 pair (select styles), 10 pair (select styles), 50 pair jar, 100 pair tub

Raising Awareness

H.E.A.R.® today, hear tomorrow™

H.E.A.R.® (Hearing Education and Awareness for Rockers) is a nonprofit organization dedicated to raising awareness of the dangers of noise exposure, which can lead to permanent hearing loss and tinnitus. Damage to hearing is typically cumulative and irreversible, not immediately detectable, and can occur from almost any contemporary music source or event.

H.E.A.R.®'s mission is the prevention of hearing loss and tinnitus among musicians and music fans (especially teens) through education awareness and grassroots outreach advocacy.

McKeon Products, the maker's of Mack's® Hearing Protection, has supported H.E.A.R.® and it's noble efforts since 1994. For more information, to purchase hearing protection products, and to support H.E.A.R.®'s mission, contact H.E.A.R.®

Web: www.hearnet.com

Facebook: HEARnetOfficial

Twitter: hearnetdotcom

Support



A nonprofit organization
dedicated to protecting your ears.

Item List

Category	Item #	Item Description	Count	UPC
High Fidelity Earplugs	16	Hear Plugs®	1 pair	0 33732 00016 1
Acoustic Foam Earplugs	961	Corded - Beige	1 pair	0 33732 00961 4
	963	Uncorded - Beige	3 pair	0 33732 00963 8
	967	Uncorded - Beige	7 pair	0 33732 00967 6
	196	Uncorded - Beige	100 pair tub	0 33732 00196 0
Silicone Earplugs	5	Pillow Soft® White	2 pair	0 33732 00005 5
	7	Pillow Soft® White	6 pair	0 33732 00007 9
	8	Pillow Soft® Beige	2 pair	0 33732 00008 6
	10	Kids Size Orange	6 pair	0 33732 00010 9
Flanged Earplugs	11	Ear Seals®	1 pair	0 33732 00011 6
Soft Foam Earplugs	983	Blackout®	3 pair	0 33732 00983 6
	987	Blackout®	7 pair	0 33732 00987 4
	923	Ultra - Beige	3 pair	0 33732 00923 2
	925	Ultra - Beige	5 pair	0 33732 00925 6
	927	Ultra - Beige	7 pair	0 33732 00927 0
	92	Ultra - Beige	10 pair	0 33732 00092 5
	9250	Ultra - Beige	50 pair	0 33732 09250 0
	192	Ultra - Beige	100 pair tub	0 33732 00192 2
	933	Dreamgirl™	3 pair	0 33732 00933 1
	935	Dreamgirl™	5 pair	0 33732 00935 5
	937	Dreamgirl™	7 pair	0 33732 00937 9
	93	Dreamgirl™	10 pair	0 33732 00093 2
	9350	Dreamgirl™	50 pair	0 33732 09350 7
	193	Dreamgirl™	100 pair tub	0 33732 00193 9
	943	Ear Ammo®	3 pair	0 33732 00943 0
	947	Ear Ammo®	7 pair	0 33732 00947 8
	944	Ear Ammo®	44 pair	0 33732 00944 7
	913	Slim Fit™	3 pair	0 33732 00913 3
	915	Slim Fit™	5 pair	0 33732 00915 7
	917	Slim Fit™	7 pair	0 33732 00917 1
	91	Slim Fit™	10 pair	0 33732 00091 8
	9150	Slim Fit™	50 pair	0 33732 09150 3
	191	Slim Fit™	100 pair tub	0 33732 00191 5
	9876	Roll-Ups™ Wallet Earplugs	4 pair	0 33732 09876 2





MACK'S®

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