



Dear [Name],

It's an explosion, born from plasma several times hotter than the surface of the sun. It vaporizes metal, sends molten debris flying, causes fatal burns up to ten feet away and produces light that can permanently blind unprotected eyes. And it's just waiting to happen in facilities you insure.

The phenomenon we're talking about is arc flash, an explosive short circuit that can occur in any high voltage electrical system. The good news? Greatly reducing the risk of arc flash is relatively simple. Even better, you're in a prime position to advise your policyholders and help them make their facilities and workforce safer.

That's why we've sent you the enclosed white paper, *Making Safer Facilities: Increasing Safety and Productivity With Arc Flash Prevention and Thermal Imaging*. This guide is a full briefing on arc flash prevention, including:

- What conditions in the workplace cause arc flash
- What effects an arc flash has on the surrounding environment
- How companies can prevent accidents, reduce liability exposure and avoid regulatory tangles by conducting an arc flash hazard survey and adopting improved safety procedures.
- Why OSHA and other regulatory agencies judge a company's intentions by their arc flash prevention efforts.
- How combining thermal imaging with an arc flash survey makes facilities safer, more productive and more profitable to run.
- Six questions for your policyholder to consider when choosing a survey provider, questions that can help them increase the effectiveness of their safety programs and avoid fly-by-night companies.

As we approach our 60th year in the electrical industry, we find that we're at our best when we're helping make facilities safer. That's why we wanted to get this guide into your hands, as our gift to you. Please read it and consider how you and your policyholders can benefit from better arc flash prevention.

And most importantly, feel free to contact me with any questions you have.

Sincerely,
David Martindale, P.E.
President, Ballard Engineering

P.S. If you'd like a free PDF copy of *Making Safer Facilities* for your tablet or to share with colleagues and policyholders, please visit ballardcos.com/whitepaper