



WELCOME TO LION LIVE!

2, 3 & 4 DECEMBER 2025



LION LIVE

TIMETABLE

08.30	ARRIVAL & REGISTRATION
09.00	WELCOME BY LION EMEA MANAGEMENT
09.15	OPENING ADDRESS – CEO LION GROUP
09.30	FEEL THE SHIELD
10.15	COFFEE BREAK & NETWORKING
10.30	BREATH & RESILIENCE
11.15	READY FOR IMPACT LIVE DEMO
12.30	NETWORKING LUNCH
13.15	LION IGNITE
14.00	COFFEE BREAK & NETWORKING
14.15	CLEAN TO PROTECT
15.00	TRAIN TO PROTECT LIVE DEMO
16.10	DRINKS & BITES
16.30	CLOSING REMARKS
17.00	END OF EVENT/ DEPARTURE

TOPICS INTERACTIVE KNOWLEDGE SHARING SESSIONS:

- **FEEL THE SHIELD:** LION PPE Immersion
- **BREATH & RESILIENCE:** Safeguarding Health on the Frontline
- **LION IGNITE:** Health & Safety during training & operations
- **CLEAN TO PROTECT:** The Science of Decontamination

LIVE DEMONSTRATIONS THEME:

- **READY FOR IMPACT:** Operational Readiness Experience
- **TRAIN TO PROTECT:** HazMat Response & PPE Training

LION LIVE IS POWERED BY LION AND PARTNERS:

LION LIVE INSIGHTS

FEEL THE SHIELD: LION PPE IMMERSION

Explore the future of firefighter protection with LION's EN-certified turnout gear, which enhances comfort, mobility, and safety on the fireground. This presentation reveals what sets our gear apart in high-pressure situations, featuring advanced fabrics and intelligent design. Feel the difference when your protection moves seamlessly with you.

By **Martin Joosen**, managing director at LION Protects B.V.
And **Key fabric suppliers** (Stedfast, Safety components, etc.)

BREATH & RESILIENCE: SAFEGUARDING HEALTH ON THE FRONTLINE

Join **Dr. R. Bryan Ormond** as he reveals how innovation in PPE design helps reduce heat stress and toxic exposure. Learn the science behind healthier, safer operations and why resilience begins with smarter protection.

By **Dr. R. Bryan Ormond**, associate professor at North Carolina State University's Wilson College of Textiles.
And **Karen Lehtonen**, Sr. Vice President innovation and product development at LION Identity and Protection Systems.

LION IGNITE: HEALTH & SAFETY DURING TRAINING & OPERATIONS

Your safety begins long before an emergency occurs. This session shows how the NFFT (New Firefighter Training Technology) by LION transforms firefighter preparedness by reducing exposure, enhancing realism, and fostering safer habits in every drill. Train as if lives depend on it, because they do.

By **Mathé Koenen**, International Rescue Consultant Trainer at LION Protects B.V. and Firefighter in the Netherlands



Together for safer and healthier firefighting

CLEAN TO PROTECT: THE SCIENCE OF DECONTAMINATION

Firefighting doesn't end when the fire is out. This presentation reveals how innovative cleaning technology and TotalCare services safeguard firefighters against long-term health risks associated with contaminated gear. Discover proven solutions that extend PPE life, reduce carcinogen exposure, and maintain performance. Because clean gear means safer firefighters.

By Tommy Verminck, CEO at Decontex Holding N.V. and Industry expert on firefighter safety and toxic gear exposure.

READY FOR IMPACT: OPERATIONAL READINESS EXPERIENCE

Step into the high-intensity world of firefighter readiness. This live simulation immerses participants in a smoke-filled operational parcours, meticulously designed to test focus, coordination, and endurance under pressure. Experience how LION's PPE performs when it matters most, in realistic conditions that mirror the challenges of the fireground, without the flames, but with all the stress. This practical experience will leave you feeling prepared and confident in any firefighting situation.

By Cas Aarts, PPE Specialist at LION Protects B.V. and Firefighter in the Netherlands

TRAIN TO PROTECT: HAZMAT RESPONSE & PPE TRAINING

Prepare for an exhilarating experience with our second demo , a live demonstration led by real firefighters. Experience CBRN response, PPE in action, and hazmat training scenarios - complete with fire, water, and smoke. Witness the intensity of real-world emergencies and the gear that keeps heroes safe. Don't just watch - immerse yourself.

By Jan-Willem van den Heuvel, International Rescue Consultant Trainer at LION Protects B.V. and Firefighter in the Netherlands

ABOUT THE SPEAKERS

1. MARTIN JOOSEN

Martin Joosen, Managing Director of LION Protects B.V. and co-founder of the visionary New Fire Training Technology (NFTT) concept, leads the development of advanced EN-PPE and training solutions with top fabric innovators for safer, high-performance EN gear.

2. MATÉ KOENEN

Mathé Koenen is an International Rescue Consultant Trainer at LION Protects B.V. With over 40 years of experience in firefighting leadership and training, he provides credible, experience-based insights on safety, preparedness, and health-focused firefighting practices.

3. TOMMY VERMINCK

Tommy Verminck is the CEO of **Decontex**, a company specializing in the deep cleaning and decontamination of firefighter and protective gear using innovative liquid CO₂ technology. Under his leadership, Decontex ensures that protective clothing is free from harmful contaminants, improving both the safety and health of firefighters.

4. CAS AARTS

Cas Aarts is a PPE Specialist at LION Protects B.V. and an active firefighter in the Netherlands. With experience in both protective equipment and operational firefighting, he contributes to developing and demonstrating high-performance PPE and realistic training solutions. His combined expertise makes him a credible and engaging voice on readiness, safety, and performance in the field.

5. JAN-WILLEM VAN DEN HEUVEL

Jan-Willem van den Heuvel is a Fire & Rescue Trainer and Consultant with deep operational experience in firefighting. He delivers realistic, hands-on training and supports both new recruits and experienced firefighters in mastering core fire attack techniques.

6. KAREN LEHTONEN

Karen Lehtonen is Senior Vice President innovation and product development at LION Identity and Protection Systems., specializing in firefighter protective equipment and operational safety. She focuses on developing and testing innovative PPE solutions that enhance performance and protection on the fireground.

1→ **MARTIN JOOSEN****2**→ **MATÉ KOENEN****3**→ **TOMMY VERMINCK****4**→ **CAS AARTS****5**→ **JAN-WILLEM
VAN DEN HEUVEL****6**→ **KAREN LEHTONEN**

7. DR. BRYAN ORMOND

Dr. R. Bryan Ormond is an Associate Professor at North Carolina State University's Wilson College of Textiles, specifically in the Department of Textile Engineering, Chemistry, and Science (TECS). He also serves as the Director of the Milliken Textile Protection and Comfort Center (TPACC).

7→ **DR. BRYAN
ORMOND**



LION[®]
ready for action

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