



United Fire & Casualty Company  
United Life Insurance Company  
Lafayette Insurance Company  
Addison Insurance Company  
United Fire & Indemnity Company  
United Fire Lloyds  
Mercer Insurance Company  
Mercer Insurance Company of New Jersey, Inc.  
Franklin Insurance Company  
Financial Pacific Insurance Company

## *Slick Shield Product Endorsement*

*The insurance industry is continuously identifying, analyzing and looking for ideas to minimize risk as a means to efficiently and effectively manage our operations and reduce claims. We also want to ensure that our clients are provided added value and are able to reduce claims with the elimination of identified risks. Our customers do the same in their search to reduce risks in order to enhance their clients and workers safety, reduce out-of-pocket expenses, and to protect against damages or injuries of employees or visitors.*

*Slip and fall incidents are the #1 cause of accidents at hotels, restaurants and public buildings, the #2 leading cause of injuries in the US (behind auto accidents), and the #2 cause of Workers Compensation and liability claims. The cost associated with these injuries and subsequent claims can be significant.*

*I have viewed the product design, the product itself, and inspected it on site where it has been placed in use, and As Vice President and Chief Claims Officer of United Fire Group I would recommend for use the **Slick Shield** for any business where the need exists to reduce ice buildup from downspout runoff. The risk tied to this type of hazard, and the associated exposure costs for injuries that do occur, far outweighs the reasonable cost of the product.*

David E. Conner, MBA, CPCU  
Vice President & Chief Claims Officer  
United Fire Group, Inc

