



Total Resources International Inc. specializes in offering premium first aid kits and emergency preparedness solutions. Beginning as a small family-owned business in 1991, TRI has grown to become one of the leading manufacturers of first aid, outdoors, sports and survival kits in the nation. For 30 years the company has empowered consumers to protect themselves and their loved ones with dependable, sensible and accessible first aid and emergency preparedness solutions under the Be Smart Get Prepared national brand.



Geolyn Gonzalez
Vice President of Sales & Marketing

Be Smart Be Prepared: Not Your Basic First Aid

Q: Tell us a little about your company. What do you see as the company's mission?

A: Established in 1991, Total Resources International Inc. (TRI) is a minority family-owned and operated company in Walnut, Calif. In the last 30 years, TRI has become one of the nation's leading manufacturers of first aid and emergency preparedness solutions under the brand Be Smart Get Prepared. We span across multiple retail categories: HBC pharmacy, outdoors, auto, industrial hardware, emergency survival and more. Our goal is always to deliver comprehensive kits at the most competitive prices. For over 25 years, we've been servicing the world's largest retailers we've been servicing the world's largest retailers — Sam's Club, Walmart, Amazon, O'Reilly, Kroger, Menards, Big Lots, 99 Cents Only, and more.

In 1996, TRI owners George and Merlyn Rivera had a vision and mission to establish a nonprofit organization called Vision Him-Possible. A portion of the proceeds from our products are used to build schools, feed the hungry, shelter the homeless, assist orphanages and fund orthopedic surgeries. In 2018, we launched our social

responsibility initiative, Every Kit Cares, which brings hope, help and healing to underprivileged communities. We actively look for like-minded organizations to partner with to expand our global impact, initiate change and help those who need it most.

Q: Describe your company's product offerings. What makes the products unique?

A: Our approach to first aid is more unique than the products themselves. All our products are fully compliant to FDA and mass market standards, but Be Smart Get Prepared is not your basic first aid. We create versatile products full of innovation, insight and style to fit consumers' lifestyles. Our goal is to fill in the gaps wherever necessary, and our products are a true reflection of the company's culture and people.

Be Smart Get Prepared kits have a playful aesthetic and components to treat minor-to-severe injuries, and they offer a variety of uses.

We have plastic cases and bags in various shapes and sizes to keep people safe at home and away from home. We have what you need, when you need it, wherever you are.

However, I would say our most unique and most significant contribution to retail is SILVEX Nano Silver Wound Gel — a broad-spectrum antimicrobial gel that kills bacteria and neutralizes viruses. Engineered with 24 ppm of patented Nano Silver technology, SILVEX effectively kills 99.99% of antibiotic-resistant bacteria, such as MRSA and VRE, STAPH and other harmful bacteria. SILVEX creates a barrier of protection for your skin and wounds that lasts up to three days, making it the perfect solution for cuts and lacerations; first- and second-degree burns; skin irritations; and more severe injuries such as diabetic ulcers and post-operative wounds. SILVEX is the new standard for silver first aid solutions.

Q: What else would you like our readers to know about your company?

A: This year, we're happy to honor our 30th year of business, and we work every day to continue building upon the strong foundation we created back in 1991. Who we are and what we do isn't nearly as important as why we do it. Supporting underprivileged communities; building more schools; expanding community feeding programs; installing clean water pumps; rescuing victims of child sex trafficking and abuse; and funding surgeries for children born with deformities — this is what we love to do. We just happen to make the best first aid kits in the nation.

The most significant opportunity we see is to make first aid relevant through education. Our purpose and intent is to be forward thinkers and change the mindset of consumers to be proactive instead of reactive. This is our legacy ... Be Smart Get Prepared.



BE SMART GET PREPARED®



THE LEADER IN FIRST AID & SAFETY SOLUTIONS

Home & Family • Outdoor & Survival • Industrial • Automotive
Health & Wellness • Sporting Goods • Private Label



30 Years Minority Family Owned & Operated

For every kit purchased, **YOU GIVE BACK** to bring HOPE, HELP, and HEALING one community at a time. #EveryKitCares

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