

She made safety her business

>Why did you start the business?

In 2001, after being downsized from a job that had an e-commerce presence, I wanted to use my knowledge and entrepreneurial skills in a business that would make a difference. In the aftermath of the 9/11 terrorist attacks, I envisioned and developed Be Safe Plus LLC as an e-commerce business that would promote and encourage safety practices, and also help raise the awareness of the importance to be prepared for the unexpected. All safety products have value in helping to prevent serious injury and may be life-saving. It is important to own and use safety products to aid in the prevention of injury and to provide the peace of mind knowing you and your loved ones are prepared for an emergency.

Be Safe Plus LLC provides online access to a variety of safety products for home, office, travel, outdoors, pets, seniors, children and industry.

If you could do it again, what would you do differently?

In the beginning, with the creation of the Web site, I would have learned about and employed more search engine optimization techniques to allow potential customers to find my business on the web.

What's the best business advice your have ever received?

I grew up in family businesses in the Wilkes-Barre, Pa. area where my father owned Lewis Duncan Sporting Goods and my mother owned a tobacco shop called The Pipe Bowl. That's where my parents helped develop my business skills and taught me about the importance of outstanding customer service, listening to your customers and fulfilling their needs.

What personality trait helps you the most?

Persistence, I don't give up. If one product or marketing idea doesn't work as originally expected, I find an alternate way or another product. If I don't have exactly what our customer needs, I try to find it for them.

What's the hardest part of the job?

Since Be Safe Plus LLC is an online Internet based company, the most difficult part of the job is to bring customers who are looking for quality safety products to our Web site. We recently started a first aid, CPR and emergency kit fundraiser program for clubs, groups and organizations who are looking for a meaningful way to raise funds. We believe these special safety kits are the perfect solution for their fundraising needs.

Buy this photo 



Photo: John Bell

Be Safe Plus owner Renee S. Grasso displays some of the products she sells.

BE SAFE PLUS LLC

Type of business: E-Commerce
Safety Product Business

Owners: Renee Sandler Grasso

Business Mailing Address: 144
North Beverwyck Road, No. 229,
Lake Hiawatha, NJ 07034

Phone: 973-928-2907

Web: www.BeSafePlus.com

Follow us on: Facebook and become
a fan facebook.com/besafeplus

Hours of operation: Online 24/7

Founded: 2003



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The easiest?

If you love what you do, the rest is easy. It's great to provide access to important and sometimes life-saving products such as fire safety ladders, smoke, carbon monoxide and gas detectors and emergency go kits. We also have attractive shower seats and grab bars that are so nice looking, you wouldn't think they were for use as support bars in a bathroom. We also have many more safety items, even for your pets. We try to make it easy for our customers as well. They simply order online and the products are delivered right to their homes or businesses.

You mentioned pets. What kind of safety products do you have for them?

One of our best-selling pet-safety products are pet blinkers for both dogs or cats. The blinker attaches right onto your pet's collar and blinks various color combinations. This enables you and your pet to be seen in the dark. It's great for finding a pet in a yard at night, or on walks so automobile traffic can see you and your pet on the side of the road. They are visible for up to a 1/2 mile. We also have cooling mats for your pets. They are mats with channels that contain water-activated cooling crystals. They work by simply soaking the mat in water and your pet will enjoy a cool spot to spend the day.

What's your least expensive product or service?

Our cooling products, including MiraCool cooling bandanas, as well as the Pet Blinkers.

The most expensive?

The Brazilian hardwood Serena Shower seat with a weight capacity of 450 pounds.

Describe your most unusual customer, job or work experience.

We had a Florida-based juice company purchase our Yaktrax Ice Cleats that help prevent slips and falls on snow-covered or icy surfaces for some of their workers to prevent falls from slipping on spills in their industrial walk-in freezer. Most of our Yaktrax customers are from winter climate states who purchase Yaktrax to be used for outdoor activities.

When you leave the business, what will you do?

Anything else that I might do will definitely be entrepreneurial and will hopefully make a difference in people's lives.

In one sentence, tell us why customers should shop here.

Be Safe Plus LLC takes pride in outstanding customer service and has a large variety of safety products to help keep everyone safe.