



## Parsippany woman forms business with safety in mind

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Renee Sandler Grasso of Parsippany is owner of Be Safe Plus, an e-commerce business that specializes in safety products.

Renee Sandler Grasso spent a lot of time in stores as a child.

During those early years, Grasso's father owned a sporting goods store and her mother owned a tobacco shop, both located in the same shopping center in the Wilkes-Barre, Pa., area.

Following in their footsteps, with a 21st century twist, Grasso is owner of Be Safe Plus, an e-commerce business that specializes in safety products.

When the company was launched in 2003, it carried home-safety products. Now, Grasso said, it also specializes in safety products for emergency preparedness, fire, travel, business, children, pets and senior mobility, including shower seats and grab bars. In addition to the items already offered, the Parsippany resident said her company welcomes special-order items specific to the needs of the community.

Grasso advises those looking to launch their own e-commerce business to do extensive research not only about their products and services, but on the mechanics of their website as well.

Grasso spoke to The Star-Ledger about the e-commerce business.

**Q. How did you come up with the idea to promote safety products?**

**A.** 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 as an e-commerce business that would promote and encourage safety practices, and also help raise awareness to the importance of being prepared for the unexpected.

**Q. What obstacles did you have to overcome in launching your company?**

**A.** Since Be Safe Plus is an internet-based company, the most difficult part of the job is bringing customers who are looking for quality safety products to our website. We have to keep up with the latest search engine optimization practices and social media tools now available. We recently created a presence on Facebook ([facebook.com/besafeplus](http://facebook.com/besafeplus)) and on Twitter ([twitter.com/besafeplus](http://twitter.com/besafeplus)) which, in conjunction with our website, increases our visibility in the marketplace.

**Q. Is there anything you would have done differently in the early days of Be Safe Plus?**

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

-- Rhea N. Bernard

Please submit suggestions for "Three Questions" to [rbernard@njIns.com](mailto:rbernard@njIns.com).

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