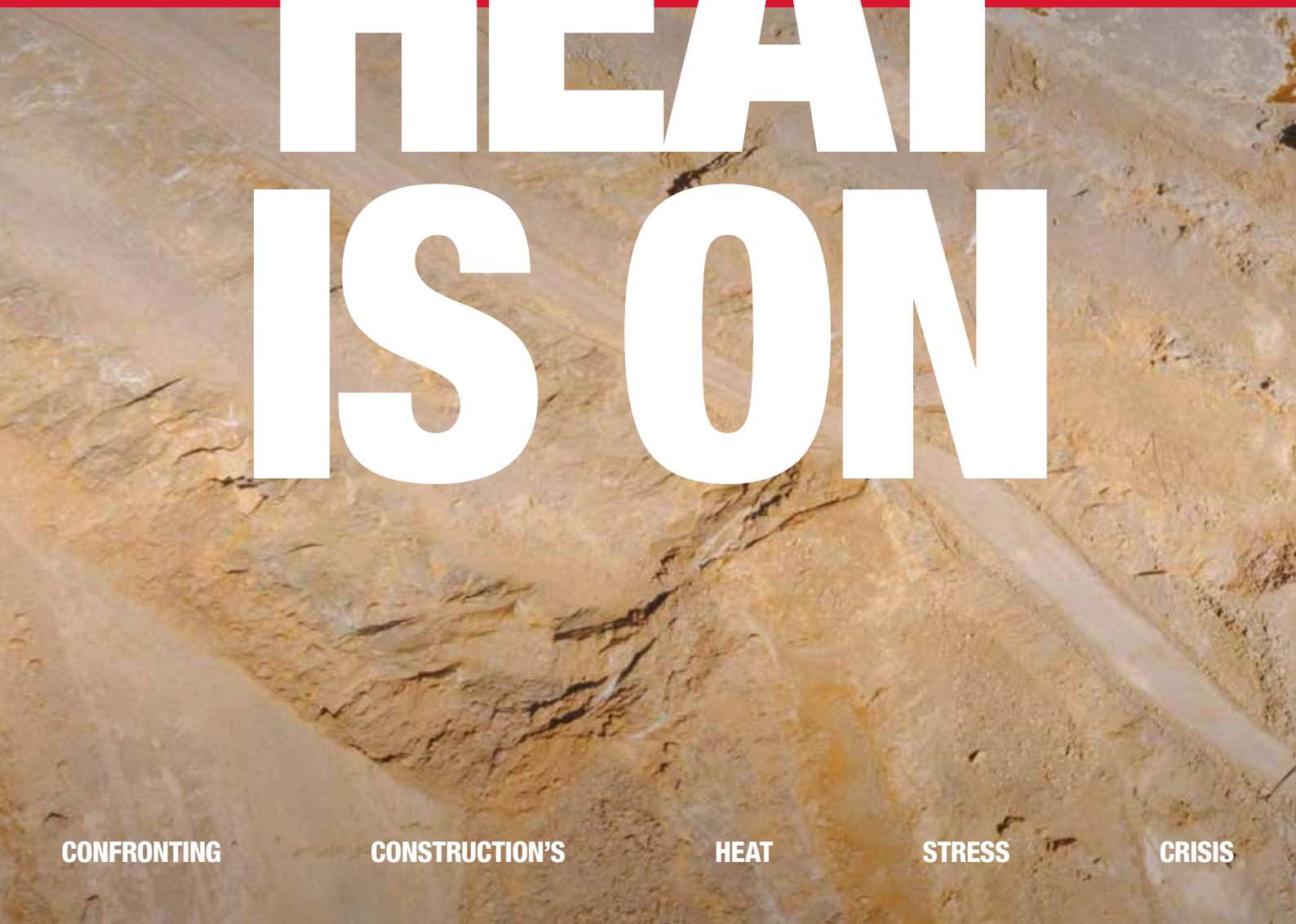
Milwaukee®

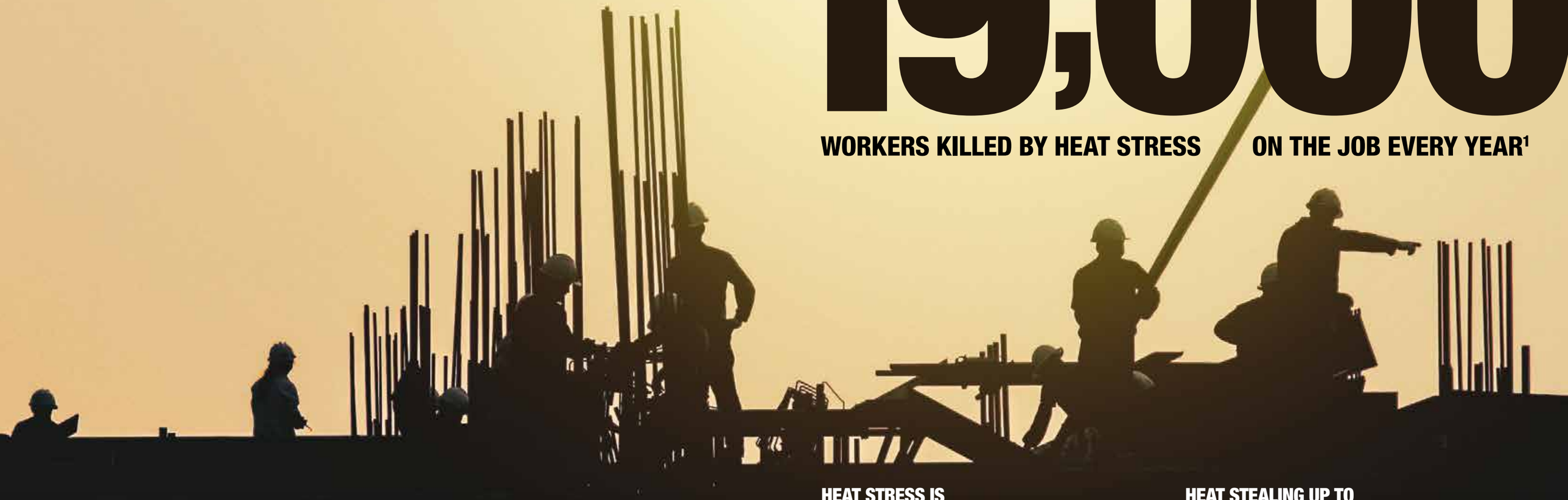
THE HEAT IS ON



CONFRONTING CONSTRUCTION'S HEAT STRESS CRISIS

19,000

WORKERS KILLED BY HEAT STRESS ON THE JOB EVERY YEAR[1]



THE CRISIS

HEAT STRESS IS NO LONGER A FUTURE RISK

Temperatures that would have shut down a site a decade ago are now routine. Workers are pushing through, cutting corners on compliance to survive their shifts, and paying the price with their health and productivity. The industry has been slow to respond. MILWAUKEE® hasn't.

HEAT STEALING UP TO 30% PRODUCTIVITY[4]

Your peak season shouldn't be your most vulnerable. Heat-exposed workers deliver less, make more errors, and take longer to recover.

47% OF WORKERS SECRETLY MODIFYING THEIR PPE[4]

When protection becomes unbearable, workers adapt. That's not a workforce problem, it's an equipment problem. One MILWAUKEE® is engineered to solve.

1 IN 4 EU CONSTRUCTION WORKERS FACE EXTREME HEAT EXPOSURE[3]

Heat stress isn't an edge case. It's a daily reality on sites across Europe, and it's getting worse.

IMPACT ON BUSINESS

WHEN THE HEAT RISES, SO DOES THE RISK.

When core body temperature exceeds safe levels, cognitive function drops and reaction times slow. Workers stop identifying hazards accurately and incidents follow.

EU-wide research shows accident risk increases by 10–15% at temperatures above 38°C[4]. On a construction site, that margin is the difference between a near-miss and a fatality.

The true scale is likely under reported. Heat-related cognitive impairment is a contributing factor to falls, trips and other incidents that never get logged as heat-related. Construction already accounts for one in five of all fatal workplace accidents in the EU[8]. Heat stress is making that worse.

40% INCREASE IN HEAT-RELATED WORKPLACE DEATHS IN THE EU WITH AN ESTIMATED 67 FATALITIES IN 2020[5].

ONLY 42% OF CONSTRUCTION WORKERS FEEL ADEQUATELY TRAINED[2] ON HEAT STRESS PROTOCOLS.

THE COST DOESN'T STOP AT THE SITE GATE.

Heat stress doesn't just put workers at risk, it hits the bottom line. Productivity drops by up to 30%[4] without adequate measures in place. Workers slow down, take more breaks, make more errors. What should be peak building season becomes your most expensive quarter.

THE FINANCIAL EXPOSURE GOES FURTHER:

- Higher insurance premiums driven by increased incident rates
- Project delays impacting delivery schedules and profitability
- Recruitment difficulties as skilled workers move to employers who protect them
- The UK has no statutory maximum working temperature[4] for outdoor work, meaning every heat-related incident becomes a potential legal test case

IMPACT ON SAFETY

YOUR PPE IS MAKING IT WORSE.

47% OF WORKERS MODIFY THEIR PPE[7,8] TO SURVIVE THEIR SHIFT. NOT OUT OF LAZINESS, OUT OF NECESSITY. PPE DESIGNED FOR A COOLER ERA WASN'T BUILT FOR THIS.

ESSENTIAL HEAT STRESS PROTECTION



2. REGULAR BREAKS

Schedule frequent rest periods, especially during peak heat hours. Allow workers to recover in cooler environments before returning to work.



1. HYDRATION

Make clean drinking water readily accessible across the entire site. Workers need constant hydration, not just during breaks. Provide electrolyte solutions for extended work in extreme heat.

3. PROVIDE SHADE

Ensure shaded rest areas are available on all sites. Temporary structures, canopies or designated indoor spaces offer crucial relief from direct sun exposure.

4. UV PROTECTION

Supply sun cream and encourage its use. Provide UPF (Ultraviolet Protection Factor) protective clothing that shields skin from harmful UV rays whilst allowing breathability.

5. WORKING HOURS

Reschedule the most physically demanding tasks to cooler parts of the day. Consider earlier starts or split shifts to avoid peak heat exposure between 11am-3pm[4].

KNOW THE BASICS



ESSENTIAL HEAT STRESS PROTECTION

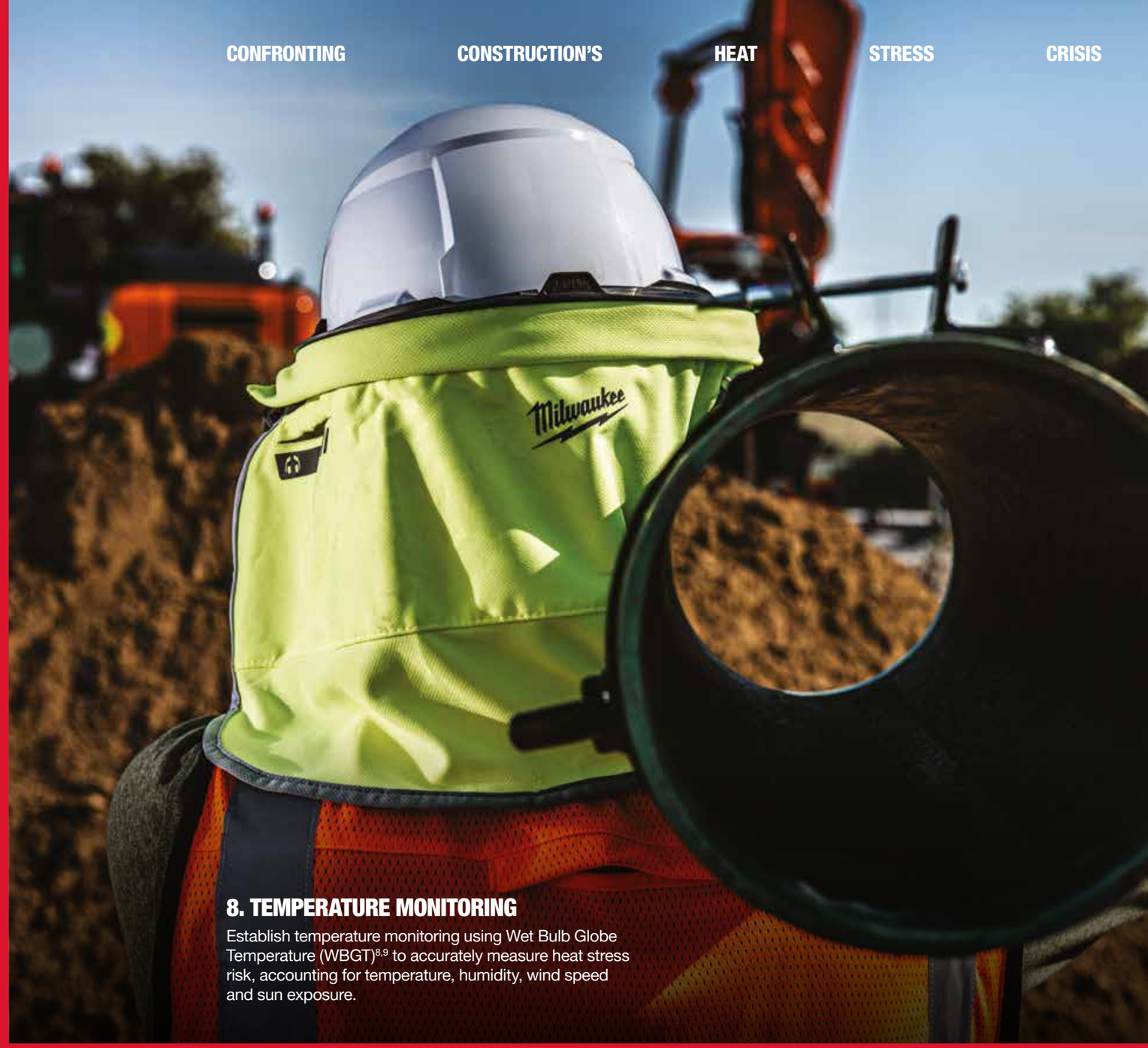
6. TRAINING AND AWARENESS

Educate workers and site managers on heat stress recognition, early warning signs and emergency response procedures. Implement acclimatisation protocols for new workers (gradual exposure over 7-14 days[7,8]).



7. EMERGENCY PROTOCOLS

Define clear work modification triggers and emergency procedures. Designate a competent person for daily risk assessments[9].



8. TEMPERATURE MONITORING

Establish temperature monitoring using Wet Bulb Globe Temperature (WBGT)[8,9] to accurately measure heat stress risk, accounting for temperature, humidity, wind speed and sun exposure.

KNOW THE BASICS

COOLING TECHNOLOGY

KEEP YOUR COOL

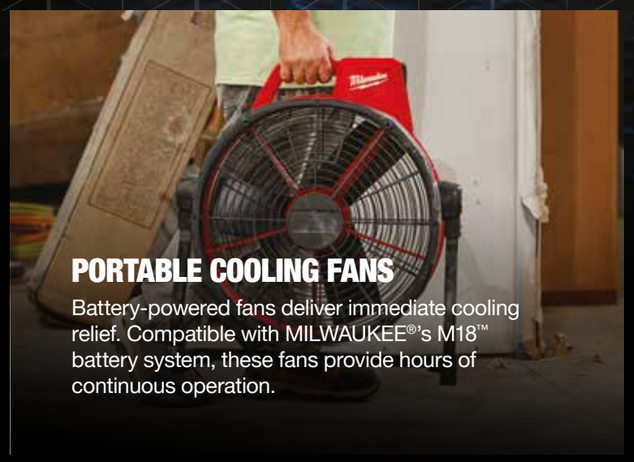
WHATEVER THE JOB THROWS AT YOU

Heat stress is solvable. MILWAUKEE® has engineered a complete cooling ecosystem, from what you wear to how you hydrate, so your crew stays protected, productive and compliant, whatever the temperature.



WATER BOTTLES

Durable, insulated water bottles keep drinks cold throughout the working day, encouraging regular hydration.



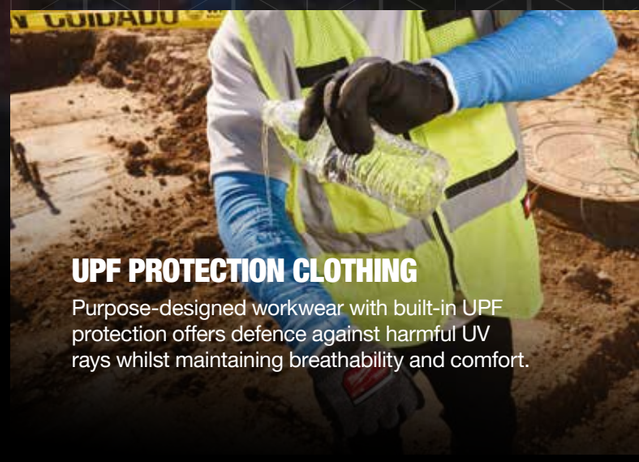
PORTABLE COOLING FANS

Battery-powered fans deliver immediate cooling relief. Compatible with MILWAUKEE®'s M18™ battery system, these fans provide hours of continuous operation.



PACKOUT™ COOLERS

Keep food and drinks cold on site. The PACKOUT™ modular storage system integrates coolers seamlessly into existing tool storage, ensuring refreshments remain accessible and chilled.



UPF PROTECTION CLOTHING

Purpose-designed workwear with built-in UPF protection offers defence against harmful UV rays whilst maintaining breathability and comfort.

KEEP YOUR COOL



ADVANCED PPE TECHNOLOGY

Following years of meticulous development, MILWAUKEE® has engineered cooling PPE solutions that genuinely protects without punishing. No compromising on comfort or productivity. The result is cooling, breathable technology that addresses heat stress while removing the fundamental conflict between safety and survival that challenges construction sites across Europe.

Breathable work shirts, cooling arm sleeves and innovative cooling workwear, all featuring advanced fabric technology with UPF protection.

These solutions are complemented by jobsite infrastructure, including portable cooling fans and accessible hydration systems.

COOLING TECHNOLOGY

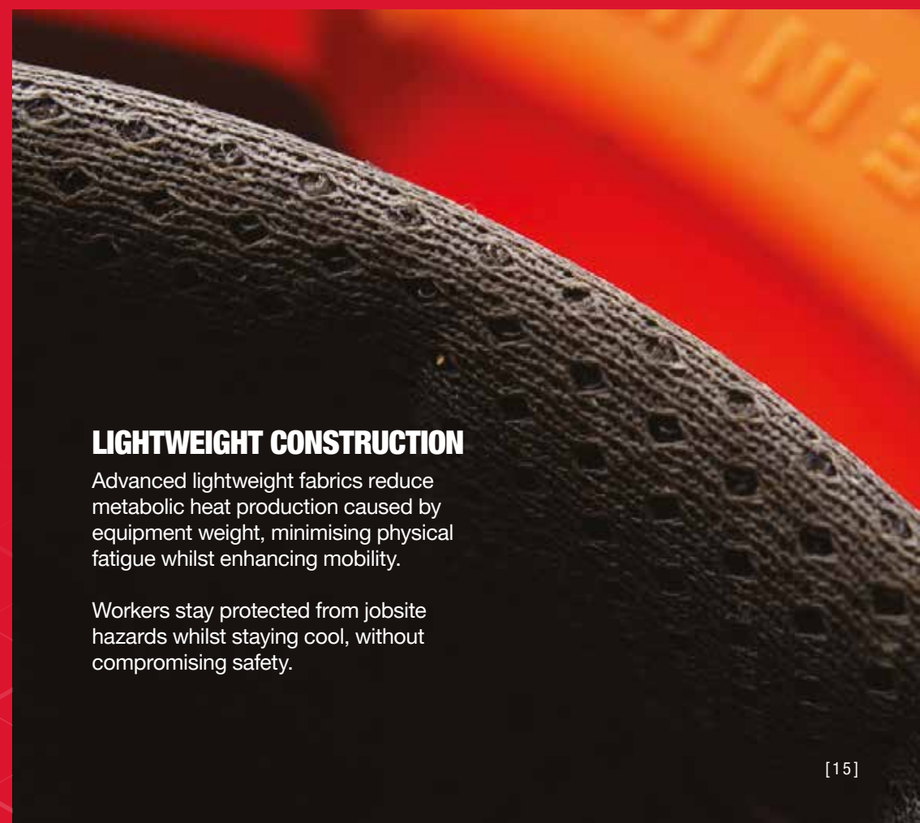
UPF PROTECTION FABRICS

MILWAUKEE®'s fabrics offer UPF (Ultraviolet Protection Factor) protection, shielding workers from harmful UV rays. The proprietary fabric technology enhances evaporative cooling through rapid moisture transport away from the skin, maintaining cooling efficiency throughout demanding workdays.

UPF CERTIFIED FABRICS

INSTANT RE-ACTIVATION

MACHINE WASHABLE



LIGHTWEIGHT CONSTRUCTION

Advanced lightweight fabrics reduce metabolic heat production caused by equipment weight, minimising physical fatigue whilst enhancing mobility.

Workers stay protected from jobsite hazards whilst staying cool, without compromising safety.