



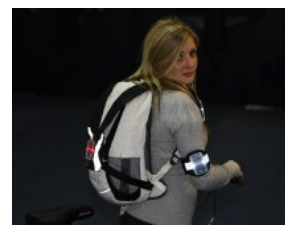
Making Cycling Safer

Products Designed for Safety, Health and the Environment
with QUALITY built in



Pedalite Baglite

A unique and innovative solar-powered, eco-friendly lighting product worn over the shoulders and fitting over any backpack or bag keeps cyclists safe on the roads and protects commuters & children as they walk to and from school.



Going to a bike ride? Going to school? going out? commuting? every one seems to wear a backpack (whether they are walking, riding a bike, driving or catching the bus). The nights are drawing in and the roads are getting more dangerous but suggestions of carrying a torch or light - well that's just not "cool"! And even if you do take a light or a torch, you only find out the batteries ran out about a week after they actually did !! or worse when you are miles from home.

Slotting over any size bag or rucksack or used without a bag as a light harness, Baglite provides super-bright lighting that clearly illuminates people and their bags with no need for batteries. Using a new unique 360 degree floodlight module there is a single red floodlight at the back and two white floodlights at the front attached to straps that fit to the straps of a backpack. The lights shine out from every angle so people (young and older) wearing Baglite will be seen clearly by motorists any time day or night from a distance of 1km. The lights can be turned on and off and set to different modes – flashing, constant or off

Unanimously loved by customers people of all ages, Baglite is "cool" enough to be worn, works for about 6 hours in flash mode between charges and is recharged when left in artificial (just ordinary house, school or office lighting) or sunlight. Parents are already modifying their "going to School" checklist for their children to be "have you got your schoolbooks, your lunch and your Baglite?" and commuters have found it an essential "be seen" product.

Baglite provides light that shines out brightly from a position on the body that creates high visibility for motorists and also solves the problem of people not being seen from the side, the major cause of accidents involving cyclists. According to the Royal Society for the Prevention of Accidents, more than 75 per cent of accidents involving bicycles are at road junctions where cycles need to be seen from the side.

With over 600 million batteries (22,000 tonnes) being disposed of by UK consumers (source DEFRA) every year, Baglite is an eco-friendly product, that charges both in direct sunlight and in artificial light – at the office, school or just popped on the windowsill for a few hours at home. The saving on batteries alone means that Baglite enjoys a cost payback as well as helping save the environment.

The lightweight lights are weather and impact resistant. Simple to fit and so comfortable to wear that you don't know you have them on, they are maintenance free and ensure that commuters and school children are visible and that cyclists can ride secure in the confidence that they, and not just their bikes, are clearly visible at all times. Baglite's battery free 'green' credentials will appeal to those of us who are environmentally conscious and even Pedalite's packing avoids using unnecessary plastic as it is completely made from recycled cardboard.

Key features of the Baglite are:

- Unique 360 degree floodlight module
- Multiple superbright LEDs per module light which floods across the lens as well as directional
- Constant or flashing modes
- Maintenance free – fit and forget
- Fits all sizes of rucksacks and backpacks
- Allows easy access to bags while fitted
- Lightweight and comfortable
- Weather and impact resistant
- Powered by stored natural and artificial light energy
- No batteries or mains charging required
- Hi visibility reflective strips
- 6+ hours of flashing light from a full charge

Available from cycling accessory and many other good retail stores worldwide, further details available on www.pedalite.com

