



**Product Information Sheet
Handout to be given to
retailers**

**Suggested Retail Price:
See Catalogue**



Retailer Price: See Catalogue

Contact: Pedalite Sales Rep

Availability: Available now

Eco Friendly Product

Pedalite Anklelite

Product Information

Brand	Product Name	Manufacturer's Code	UPC/Barcode
Pedalite	Anklelite (aka Armlite)	SOL100K	5060161480061



Product Summary

A unique and innovative light-energy (solar) powered, eco-friendly lighting product worn around the ankle or on the arm keeping cyclists safe on the roads, protecting children as they walk/cycle to and from school and also ideal for horse riders and joggers. Recharges from natural or any artificial light and stores 6+ hours of strong flashing light.



Assistance For Retailers

Multiple high resolution and web standard images are available for download from www.pedalite.com/anklelitephotos.aspx

A best selling product through all store types. In retail stores, Anklelite is best displayed/demonstrated on a shop counter as a "grab" purchase or "impulse buy". For websites, animated flashing images are also available at www.pedalite.com/animatedphotos.aspx.

Anklelite should be displayed/located in all of the following departments: general cycling accessories, safety products, general sports and a Lighting section. Anklelite may also be worn on the arm as an arm light.

Anklelite is a Non Seasonal product with strong sales in Spring, Summer, Fall & Winter. Ideal for cycling to work or for enjoyment, jogging to get back into shape and horse-riding. Provides essential (eco) lighting to ensure user is seen in both winter AND Summer. There are many many other uses see www.pedalite.com

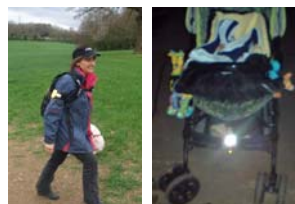
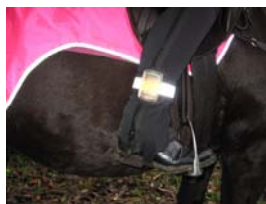
Value

Saves the purchaser/user time and \$\$ due to no need to continually purchase and fit replacement batteries.


Priced to be an impulse buy when displayed on a shop counter! Full unconditional 12 month warranty. Strong current PR campaign.



**Incredibly
Lightweight !
Try to place in
the hand of a
consumer!**



Soundbites / Sales Messages

Eco / Environmentally friendly, no batteries or charging required and even the packaging is recycled cardboard (below) 

Practical and *cool* enough to be used by all ages (children to adult), cycling to school, commuting to work, just out for fun! Used by cyclists, runners, walkers and horse riders in 45 counties around the world.

The lights are designed to give light that can be seen from 1km away in the dark but not "glare" in a light place. Try the Anklelite in a dark place, e.g. an under-stairs cupboard or store room, where it is dark and you will see an amazing transformation and light.

Get more information

Single side information brochure (www.pedalite.com/Images/Ankleliteflyera4.pdf)

Technical lens design, energy harvesting and re-use (www.pedalite.com/assets/Energyharvestingreuse.pdf)

Family Safety, includes statistics and Summer use facts (www.pedalite.com/Assets/Pedalitesum09.pdf).



Summary

- Can be worn by cyclists, horse riders, children and other sports people
- Can also be used as an arm light, on the upper or lower arm
- Fits all ankle sizes with or without trousers and over boots
- Lightweight (only 85 grams!) and comfortable
- Powered by stored natural and artificial light energy
- Hi visibility reflective strips
- No batteries or mains charging required
- 6+ hours of flashing light from a full charge
- Unique Pedalite 360 degree floodlight module
- Weather and impact resistant