



**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, boot or on the arm keeping Horse Riders and their horses safe and seen on the roads, bridleways and paths. Also ideal for cyclists and walkers. 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/equestrian_downloads.html

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" or on a Mannequin. For websites, animated flashing images are also available at www.pedalite.com/equestrian_downloads.html.

Anklelite should be displayed/located in all of the following departments: general riding accessories, safety products and boots department. Anklelite may also be worn on the arm as an arm light.

Testing with young horses and horses easily spooked has not seen any horses bothered by the flashing lights as they are positioned well away from the line of sight and flash at an appropriate flash rate.

Anklelite is a Non Seasonal product with strong sales in Spring, Summer, Fall & Winter. See 'get info' below

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)



So lightweight that Anklelite does not affect communication with the horse through the leg. The saving on replacement batteries alone means that Anklelite enjoys a cost payback as well as helping save the environment

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/horselite/equestrianankeliteflyer.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 horse riders or any age and ability
- 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
- Charges automatically in natural and artificial light energy
- Hi visibility reflective strips
- No batteries or mains charging required
- Stores 6+ hours of flashing light from a full charge
- Unique Pedalite 360 degree floodlight module
- Weather and impact resistant