



**Product Information Sheet**  
Handout for all retailers

Suggested Retail Price:  
See Catalogue



Retailer Price: See Catalogue

Contact: Pedalite Sales Rep

Availability: Available now

Eco Friendly Product

# Pedalite Anklelite & Baglite For Walking

## Product Information

Brand	Product Name	Manufacturer's Code	UPC/Barcode
Pedalite	Baglite/Light Harness	SOL100B	5060161480030
Pedalite	Anklelite (aka Armlite)	SOL100K	5060161480061



## Product Summary

A unique and innovative light-energy (solar) powered, eco-friendly lighting products worn around the ankle, boot, on the arm, as an upper torso light harness and on any size or shape backpack to keep you safe and seen when walking. Also ideal for cyclists, runners & horse riders. 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/running\\_downloads.html](http://www.pedalite.com/running_downloads.html)

A best selling product through all store types. In retail stores, display Anklelite on a shop counter as a "grab" purchase or "impulse buy" and Baglite on a hanging or standing backpack or on a Mannequin. For websites, animated flashing images are also available at [www.pedalite.com/running\\_downloads.html](http://www.pedalite.com/running_downloads.html).

Non Seasonal products with strong sales in Spring, Summer, Fall & Winter. See 'get more info' below

## What the Experts Say.....

"A real no brainer this one - a very neat and innovative way to reduce the risks associated with walking in reduced daylight or darkness. An accessory that should appeal to any walker who is both safety conscious and environmentally aware " go4awalk.com – the UK's leading website for walking and hiking

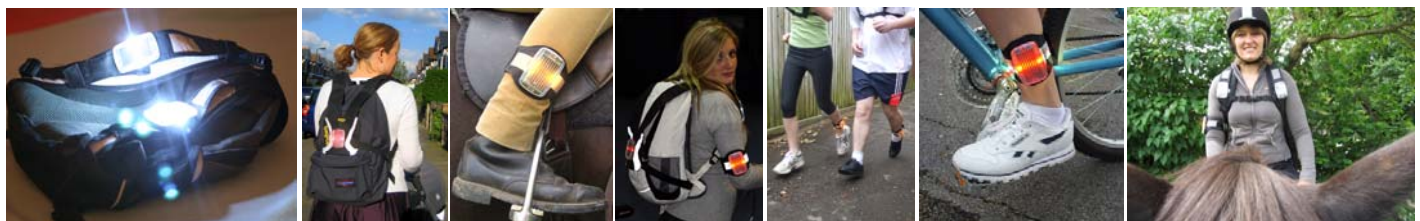
## Value

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

Anklelite (Armlite) is priced to be an impulse buy when displayed on a shop counter! and Baglite is priced to be the perfect gift / birthday present. Full unconditional 12 month warranty. Strong PR campaign currently in progress. Many many other uses...



**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)

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 products 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

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

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



## Summary

- Can be worn by walkers or any age and ability
- Anklelite fits all ankle sizes, arms and over trousers/boots
- Baglite fits all sizes of rucksacks and backpacks
- Both products are ultra lightweight 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