

Make sure all the family is seen, safe and green when outdoors!

Whatever you are doing outdoors; jogging to get back into shape, cycling to work or for enjoyment, walking to school, horse-riding or on a fun family outing, it is essential to be lit up to ensure you are seen by others in both the winter AND the Summer.



Cycling is soaring in popularity; it is a green and cheap way of getting around, enjoyed by all the family. Walking and Jogging are two of the most popular ways of getting into shape and these days we all seem to want to exercise outside whenever we can. However, statistically, going out is getting more dangerous; 75% of cycling accidents happen at road junctions where cyclists need to be seen from the side (RoSPA) and an average of 40,000 accidents per year in the UK involve pedestrians (Office for National Statistics).

Applying simple safety rules when exercising such as wearing bright clothing and using lights that will make you be seen can help you feel and keep safe. Unfortunately, one problem is that lighting is often overlooked in daylight, particularly in the summer. Consider how a single cloud passing in front of the sun affects the light; how quickly the sky can darken with a change in weather or how shadows from large buildings or bridges can affect a motorist's vision

and render walkers, joggers and cyclists without lights invisible.

Pedalite's award-winning, battery-free, lighting, including its 360° pedal lights for cyclists, solar powered Baglite, which fits any size or shape of backpack and the ultra lightweight Anklelite, which illuminates ankles or arms, all provide 360° lighting to protect all the family. The lighting ensures walkers, runners, horseriders and cyclists are seen from all directions, from up to 1km away.

Your family's safety does not have to cost the earth - these innovative products use solar (ordinary house lights or sunshine to recharge) and kinetic energy; you don't need expensive replacement batteries and your old batteries aren't going into landfill - even the packaging is recycled cardboard!

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