



**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 Baglite

Product Information

Brand	Product Name	Manufacturer's Code	UPC/Barcode
Pedalite	Baglite	SOL100B	5060161480030



Product Summary

A unique and innovative light-energy (solar) powered, eco-friendly lighting product worn over the shoulders and fitting over any existing backpack or bag that keeps cyclists safe on the roads and protects commuters & children as they walk to and from school. Recharges from natural or artificial light and stores 6+ hours of strong flashing light.



Assistance For Retailers

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

A best selling product through all store types. In retail stores, Baglite is best demonstrated on a Mannequin wearing a backpack. For websites, animated flashing images are also available at www.pedalite.com/animatedphotos.aspx.

Baglite should be displayed/located in any store sections that sell backpacks, bags or carriers and the Lighting section.

Not Seasonal. Baglite sells in Spring, Summer, Fall, Winter. Ideal for all outdoor activities; jogging to get back into shape, cycling to work or for enjoyment, walking to school, horse-riding or on a fun family outing. Provides essential (eco) lighting to ensure user is seen in both winter AND Summer. There are 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 the perfect gift / birthday present. Full, unconditional 12 month warranty. Strong current PR campaign.



Soundbites / Sales Messages

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

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 so bright in the dark that bicycle messengers use the Baglite to read maps and instructions by.

Get more information

Single side information brochure (www.pedalite.com/Images/Bagliteflyera4.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

- Unique 360 degree floodlight module
- Superbright LEDs which flood across the lens as well as directional
- 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
- 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