

Pedalite Products in Equestrian Business Monthly and Trade Talk – June 2009



focus on... Safety

Pedalite International Ltd



Pedalite's best selling range of unique, solar-powered lighting safety products appeal to horse riders of all ages and continue to be high sales volume products that have a small retail footprint and excellent retail margins. When purchased direct from Pedalite there is no minimum order requirements for these products that improve horse riding safety and eliminate accidents. Anklelite is an ultra lightweight (85 grams) lighting system worn over boots. It is an impulse buy in both saddleries and website stores that is suitable for all abilities of rider and horse. Baglite can be worn as a light harness or fits around any size backpack. Both products recharge in sunlight or household light and provide six hours of light. They were dubbed 'perfect' safety products by a Newmarket horse rider. Customers love the environmental credentials, safety aspects, quality and price point of these unique new products.



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Battery-free lights

Pedalite International's new battery-free safety lighting products help keep riders safe all year around. Anklelite is a lightweight (85gms) lighting system worn over boots or on the arm and Baglite is a solar powered upper-body lighting system, fitting any size bag. Without a backpack Baglite doubles as a loose fitting light harness. Riders wearing either product will be seen by motorists from up to 1km away. Anklelite retails at £12.49 and Baglite at £25.00.

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New products, great ideas

Like many equestrian products, inspiration can strike manufacturers of safety products from any direction. There are so many influences from other sports and professional companies in the equestrian world that it is sometimes hard to keep up with the constantly evolving safety products coming onto the market. From raw materials, to design and packaging there are influences from all walks of life in many safety products.

Solar power

Taking influence from an existing design aimed at a different market, one company has expanded its range to include an equestrian product. Anklelite and Baglight were developed from Pedalite, a safety product used by cyclists. The ingenious lights are solar powered, providing a lighting solution that is lightweight and easy to use. Company director Simon Theobald says: "Anklelite protects riders in winter and summer by ensuring they can be seen on tree covered lanes, when cloud shadows change the light and at dawn and dusk."

