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CYCLE SHOW 2009: In-depth Review Part Three

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Green Oil and Pedalite

There was a major buzz around this stand throughout the show, and it's where BikeBiz caught retailers in the act begging to place orders. The fuss was about Pedalite's Anklelite and Baglite products – two impressive, low-price, impulse buy items.

The Anklelite is a solar powered light, which can be attached to anything via a velcro strap and is the ideal indicator for the nighttime cyclist. Pedalite MD Simon Theobald said: "The great thing about Anklelite is that you're guaranteed six hours of light in total darkness and it gives out a 360 degree visibility.

"The Anklelite charges off artificial light and the best thing of all is that it literally pays for itself. Because there's no battery cost, the £12.49 retail price is quickly made up, making it a perfect impulse counter-top item."

The Baglite is a £24.99 universally mountable set of lights that fix to any backpack, while a red rear light can be slung over the riders back. This went down well with the national press. The Guardian rated it in the top five products of the show, and The Times said it's highly suitable as a child safety item.

The products are distributed by Raleigh, Green Oil and Coyote.