

PROMOTIONS THAT WILL STOP TRAFFIC®

PRODUCT FEATURE

# Bike Safety



Quality, innovative and CPSIA compliant products that build your brand...and save lives!



## Bike-Rite® (item # RF723)

Consists of a set of four cycling reflective safety products all in one! Usage instructions are printed on the back. A large 4" under-saddle triangle comes with two adjustable fastening straps.

The center triangle, Lace-Tags and the Zipper Pull can be all custom imprinted.

Great for bike safety programs regardless of age!

AS LOW AS \$1.45 (C)

## Case History

### Objective:

A police department began a bike safety program in the community and wanted a safety product which tied into the theme.

### Strategy:

The distributor suggested the Bike-Rite product as the answer since it was really four safety products in one and fit perfectly into the police departments program providing an effective bike safety package.

### Results:

The police department was very pleased with the results and used the promotion as a means to provide the community a tool to remain safe while biking at all hours.