



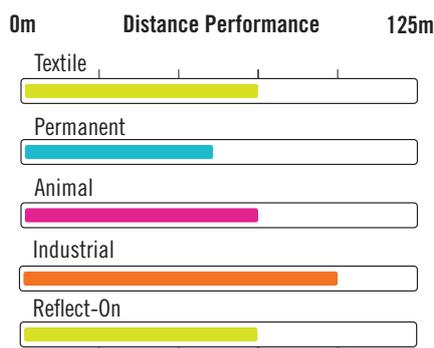
# ALBEDO 100<sup>®</sup>

## shedding light on reflectivity

Our products differ from traditional reflective vests and accessories you see in the marketplace. Albedo is left to users to decide where and how much to apply. In fact, our products aren't even considered "reflectors" by definition. Depending on which product you are using and how much you use the performance changes.



When out on roadways during daylight hours, it is best to wear white and/or fluorescent clothing. These colours stand out from most backgrounds and help you be seen. At night however, things are different. Our eyes adjust and colour disappears. We need more information to process what we see and react properly. This is where reflective technology comes to play.



It is best practice to also provide yourself with 360 degree coverage. This is where our products really shine. All of the products in the Albedo100 line are easy and quick to cover large surface areas. But even when you are perfectly covered head to toe when out at night, don't be overconfident. Most pedestrians overestimate their ability to be seen.



We support and promote the use of all lights, bright neon colors, reflective strips etc. Almost every accident is a result of a complex blend of factors. Reflective Spray and Reflect-On are not as bright as most wearable CE labeled reflective accessories but where they lack in brightness in the night, they make up in coverage.

Along with this customisation approach comes a common question - how much is enough? Unless you're a ninja there isn't such thing as being "too visible" in the night. The amount applied and positioning of reflective material on your body is absolutely critical to visibility. The quicker a driver can recognise you as a human the better their reaction time will be. To best achieve this, apply reflectivity on moving parts. Seeing legs running, feet peddling, and arms swaying will help the driver distinguish you from a static object. One solid reflector on your back could be easily mistaken as a street light or stationary road marking to the driver.



Pedestrians, runners and cyclist have the responsibility to be alert, defensive and predictable. Vehicle operators have the responsibility both that their vehicle is road worthy and that they themselves are in a good shape to operate. Whether we commute, work or play in the dark, we all have to be defensive and pay attention to whats going on around us.

*#BeSafeBeSeen*