

Board Brite™ Protective, Rechargeable Glow Strips

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• Customize your board, Protect your board, Illuminate your board

One thing all skate boarders and long boarders can agree upon is the destructive damage caused to their decks from the inevitable "bail out", crashing their board into a curb. A leading developer and manufacturer of photo luminescent products has solved that problem with an extremely cool side-effect. Board edges that glow brightly in the night — energy-free!

Board Brite is created using military-grade, proprietary vinyl infused with rare earth photo luminescent crystals. It's a process Board Brite's parent company, Fotolum, has perfected for over a decade. The end result of this unusual combination of elements is a product that both protects and illuminates boards and boarding equipment. Backed with a superior 3M adhesive, the strips can be put nearly anywhere, giving the rider the power to customize boards, accessories and safety equipment. In fact, the website states, "Use on decks, trucks, wheels, helmets, pads, gloves, skateboards, longboards, snowboards, surfboards, skimboards, kneeboards, skates, skis, and anything else you can think of!"

Prior to the introduction of Board Brite, boarders only protection alternatives were awkward nose and tail guards requiring invasive glues or screws. And illumination was limited to cutting holes in the board to install lights which also required the clutter of wires and the bulkiness of batteries. The self-adhesive 3M backing allows for a quick, clean application and it is waterproof which opens up applications for the water sports market.

Another important plus of Board Brite's illumination factor is added safety. Whether you're a 5 or 50 year old boarder, being more visible when riding is definitely something that every boarder should be concerned about. With the popularity of night riding, and the fact that most riding has to be done in close proximity to cars and other moving vehicles, Board Brite offers the kind of technology that can save lives. If you have a child that is into long boarding or skate boarding, knowing that they are more visible to cars offers peace of mind that no other product can offer. And since the photo luminescent technology does not require an outside light source to illuminate, Board Brite is a step up from old school reflective technology that does require headlights or some other light source reflecting off them to be seen. So no matter whether you want board protection, extra illumination, or just want to customize your board and gear, Board Brite brings something to the table for nearly everyone. Because we offer a practical solution to some common boarding problems, in one product, we are proud to say there is no other product on the market that can offer similar, or even close, to what Board Brite can offer. Customize your board, Protect your board, Illuminate your board! Where's YOUR Board Brite?