



Leader in the dark®

PRODUCT GUIDE



DOG COLLAR
DC-001

HANGING
REFLECTOR
Circle, Ø 60MM
RH-256

DRESSED FOR SUCCESS

Success makes fresh ideas come to life. It requires free thinking, determination, innovation, passion, courage and commitment to excellence. Success is our thing, our lifestyle, our way of thinking. That is why Softreflector exists.

Free thinking - With a young, enthusiastic and creative team Softreflector has the ability to think outside the box, creating solutions where others see only problems. This is at the heart of everything we do, and we lead others because of it.

Determination - Big goals and a desire for success are nothing without determination. This is our way of thinking, and it has made Softreflector known all over Europe. We promise it, and we act by it.

Innovation - Our innovative design and production methods have changed reflectors forever. No longer just a reflector, but a growing range of accessories to match a persons own thinking and individual style!

Passion - We enjoy what we do and we want others to enjoy it too. We are passionate about our products and our aim is for that passion to be infectious.

Courage - Daring to try new things is an important part of what we do. It keeps us fresh, keeps us successful, and keeps us in front. If something hasn't been done before, it doesn't mean it can't be done. Where others say "no", we dare to say "Yes!"

Excellence - Mediocrity is not in our language. Everything we do is aimed at producing excellence and doing so consistently without compromising the safety of our products.

CONTENTS

4

REFLECTIVE
LACE ACCESSORIES

7

REFLECTIVE
LOOP STRAPS

10

PENDANT
REFLECTORS

13

REFLECTIVE
ZIP PULLERS

16

REFLECTIVE
STICKERS

18

REFLECTIVE
CARD HOLDERS

18

REFLECTIVE
ARMBANDS

19

REFLECTIVE
SLAP WRAPS

21

REFLECTIVE
COLLAR PENDANT

22

BICYCLE
REFLECTORS

REFLECTIVE LACE ACCESSORIES © *

3M
Scotchlite™
Reflective Material

CROSS MEDIUM
RLA-034

NB! You can find more shapes on our website softreflector.com

* NOT EN13356 certified (too small size)

Facts

- Made of 3M Scotchlite
- Developed and copyrighted by Softreflector LLC
- Made in the highest quality
- Cool but cheap
- Due to it's small size, it is not EN1335 certified
- Even though it is small, it reflects extremely well

The concept

- Suits all target groups - young or old, men or women
- An innovative and comfortable way to make yourself visible
- Suitable for any footwear with laces or strings
- Stylish and durable - a great item for long lasting promotion
- "2 in 1": a cool accessory, with a strong reflection

CIRCLE BAND
MEDIUM
RLA-036

STANDARD PACKAGE



REFLECTIVE LOOP STRAP

- EN 13356:2001 CERTIFIED

3M
Scotchlite™
Reflective Material



LOOP STRAP
STANDARD
LS-001

Multiple ways to use...

Reflective Loop Strap



- Be cool and visible in the dark
- Many ways to use it: add to a jacket, jeans, purse, back-bag, shoulder bag or use as a key-fob
- Comes with silver metal details; Black metal details available as an extra option
- Price includes regular print on both sides (out- and inside of the loop)
- "under/on" print technique available as extra option
- CE certified



Choose between silver or black fixing



STANDARD PACKAGE



CUSTOM PACKAGE



PENDANT REFLECTORS

- EN 13356:2001 CERTIFIED

3M
Scotchlite™
Reflective Material



RECTANGLE 1
RH-006

NB! You can find more shapes on our website softreflector.com



Fixings

Choose one of the following options within price:



PIN & STRING
length 50 cm



KEYRING
W: 18 mm,
H: 60 mm



METAL BALL CHAIN
length 15 cm Ø 2,5 mm

String color options:

LC-6-1

LC-30-1

LC-16-1

LC-21

LC-7

LC-28-1

Extra charge:



PARROT HOOK
W: 13 mm, H: 55 mm



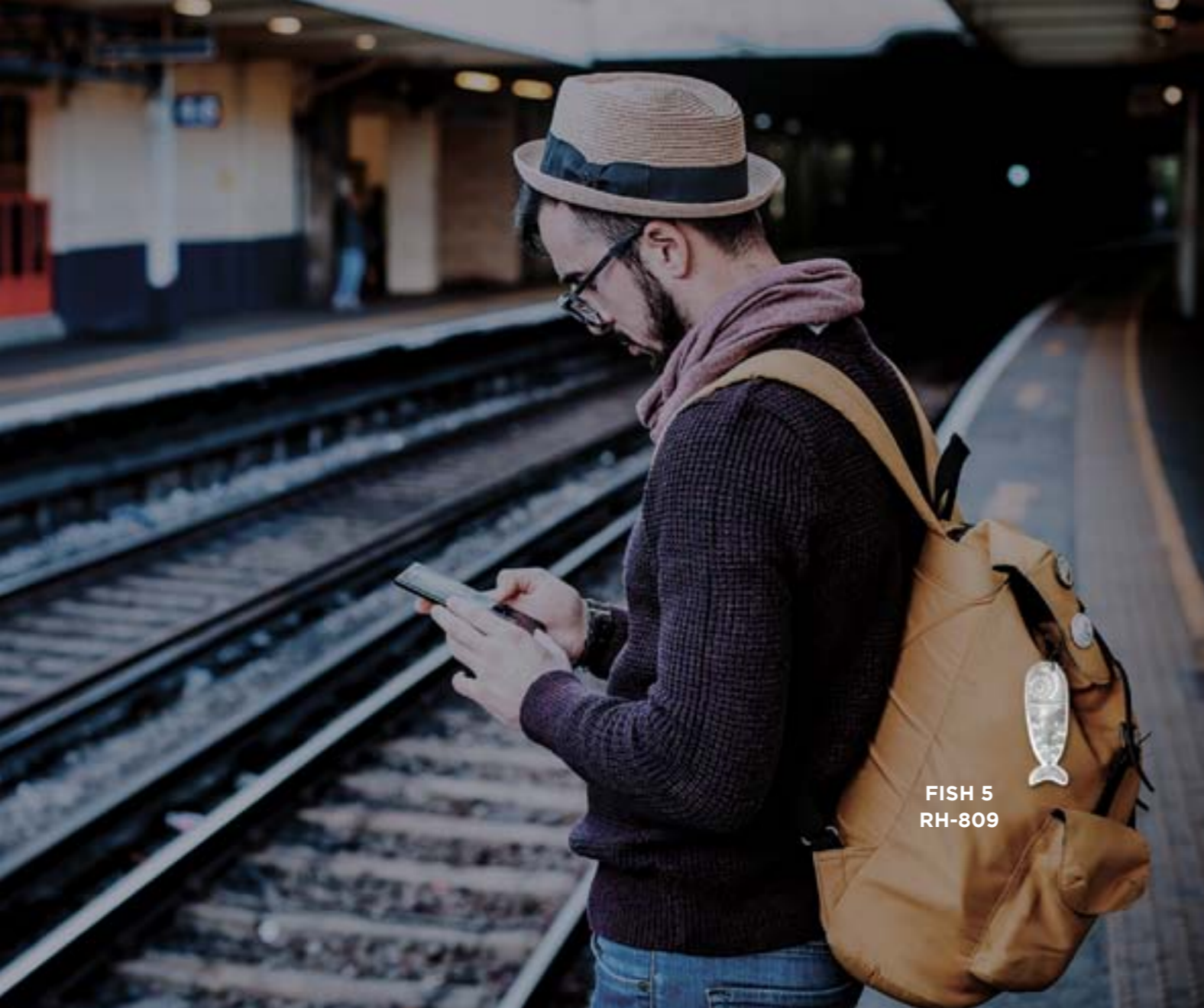
BLACK PARROT HOOK
W: 13 mm,
H: 55 mm



METAL WIRE
length 15 mm
Ø 1mm



METAL CROCODILE CLIP + BALL CHAIN
total length 95 mm



FISH 5
RH-809

REFLECTIVE* ZIP PULLERS ©

* NOT EN13356 certified (too small size)

3M
Scotchlite™
Reflective Material



LETTER A
ZT-039



TIP TAP
RH-640

CLOUD
RH-514

Reflective Zip Pullers

- Developed and copyrighted by Softreflector LLC
- An original give-away item
- Highly Reflective*
- Small & Discreet
- Good exposure for the logo
- 2 pcs in a bag
- Standard inlay card included

* The Zipper Tag is made from the best reflective material and it reflects well in the dark. However since its small size it is not classified as a visual safety product. We recommend the Zip Tag as an additional help to any EN13356 certified item.



STANDARD PACKAGE

CUSTOM PACKAGE



REFLECTIVE STICKERS

- EN 13356:2001 CERTIFIED

3M
Scotchlite™
Reflective Material



Reflective Stickers

- Reflective stickers comply the EN13356 standard, if used correctly. Adhesive backside is suitable for use on most clothes and non-stretch materials. The product can be made in custom shapes and printed in full color imprint.
- NB! We also produce sticker sets!

STANDARD PACKAGE

STICKER



STICKER SET



CUSTOM PACKAGE



SHIP WHEEL
RS-036



BIG CIRCLE
RS-045



CROSS
RS-029

ELEPHANT 4
RS-060





STOPABUS!
CH-003



REFLECTIVE CARD HOLDERS

3M
Scotchlite™
Reflective Material

REFLECTIVE ARMBANDS*

3M
Scotchlite™
Reflective Material

- Wristbands are ideal for summer use! They are lightweight, and worn directly on your wrist. These products are great for safer walking in the long summer evenings and for use as passes for festivals and other large events, as it is highly reflective.



* NOT EN13356 certified (too small size)



3M
Scotchlite™
Reflective Material

REFLECTIVE SLAP-WRAPPS

- EN 13356:2001 CERTIFIED



BONE
RCP-001



3M
Scotchlite™
Reflective Material

REFLECTIVE COLLAR PENDANT



REFLECTIVE ACCESSORY FOR BICYCLES *

* NOT EN13356 certified (this product doesn't need a certificate as it is an additional item to factory sealed plastic reflectors)

- **One-piece “easy-attach” item to enhance bike riders safety**
- **Makes you visible from at least 130m in the dark!**
- **Once attached to clean spokes, it can bear rain, dust, snow, mud – anything!**
- **The product can be made in custom shapes and full color printed.**



CIRCLE
BA-002

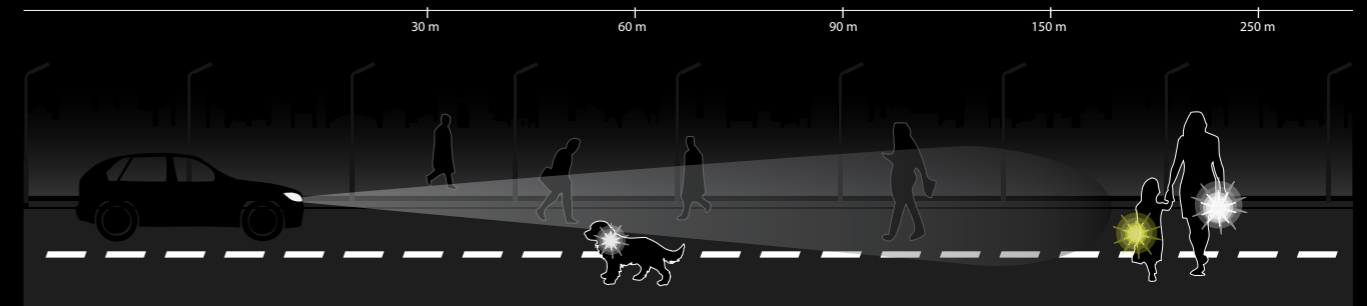


ORIGAMI WOLF
RH-872.1

SHIP WHEEL
RS-036

BUNNY
RS-020

SNOWFLAKE 6
RH-571



DESIGN YOUR OWN SHAPE!

We gladly make reflectors in your own shape design. In order to meet the European CE13356 standard, we are required to check your design for compliance, and make any necessary adjustments. The cost of producing your custom shape is directly affected by this compliance check, so an accurate price can only be given once we have received artwork for your shape. Custom shapes require new moulds to be created and because of that, a slightly longer order period is usually required.

Our pricing is based on A, B, C, D, E and F level which makes the price calculations for the client much easier. We don't ask for any "extra" charges for colours, printing preparations etc. The price which is stated in the pricelist is the price you'll pay. our mould charge is much more affordable than our competitor's.

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