

"Board Brite" Protective, Rechargeable Glow Strips Are A Hit With Boarders

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Author: [Board Brite](#)

Industry: [Retail](#)

Atlanta, GA - 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.

The material used in the **Board Brite** is a variation of that used on helmet and equipment patches implemented by the **Fire Department of New York** and many other fire departments across the nation to which **FotoLum** supplies.

FotoLum also provided the photo luminescent vinyl used in shoes sold to help promote the August released movie **G.I.Joe: The Rise of Cobra**.

The company is involved in a broad range of industry applications ranging from photo luminescent, non-slip stair treads for public stadiums; to photo luminescent indoor and outdoor signage; to a variety of safety applications for home and business.

The company's well-known **After-Lite** product which attaches to a compact fluorescent bulb is widely embraced by the "green" community for its **energy-free** emergency lighting capabilities.

Board Brite has been a highly active subject thread on boarding website forums and has been subjected to unbiased user testing, coming through with flying colors. [<http://tinyurl.com/boardbritetest>]

Board Brite has posted a number of YouTube videos showing the product in action: <http://tinyurl.com/GlowBoardBrite>

For more information, contact:
Nancy Kepko - 913-888-0870 (Phone) / 913-599-4412 (Fax)

To learn more about FotoLum's full line of product offerings, please visit:

<http://fotolum.com/>
<http://after-lite.com/>
<http://glowingboardbrite.com/>
<http://glowingnonslip.com/>
<http://glowingproducts.com/>
<http://glowwithit.com/>

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