

# Halloween Child Safety Kit



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Industry: [Retail](#)

*Halloween Safety Kit introduced by Leading Photo Luminescent Product Developer*

Atlanta, Georgia - According to statistics, children are four times more likely to be injured on Halloween night than any other night of the year.

Each year, more than 650 children are hit and killed by cars while another 20,000 are injured. On Halloween that ratio rises dramatically.

This year [FotoLum](#) - a leading developer of photo luminescent products and Solutions - is offering an inexpensive, yet effective safety kit designed to increase children's visibility without compromising their costumes. Fotolum products are far superior to novelty glow in the dark items. They are the result of years of research and testing on high-grade, proprietary, materials yielding photo luminescent performance unmatched in the industry.



The kit consists of photo luminescent vinyl shapes combined with 3M Scotchlite silver retro-reflective coating and 3M adhesive backing. The retro-reflective shines brightly when hit with light, such as that from a vehicle's headlights while the photo luminescence glows brightly in the dark for hours after proper charging from a natural or artificial light source.

Kit components include a 2.5" x 2.25" photo luminescent vinyl square with tread-plate reflective and adhesive backing, two 6" x 1/2" strips of the same material, all

of which can be easily cut with household scissors into custom shapes. The final item in the kit is a 3" photo luminescent glow stick alternative key fob. Fotolum developed the glow stick alternative to counter the toxic waste generated by the disposal of tens of millions of one-use chemical glow sticks and glow accessories piling up in land fills every year. All Fotolum components are reusable over and over and will last for 10 years or more.

The same material used in the [FotoLum Halloween Safety Kit](#) is 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 the boarding (skate board, long board, surf board, etc) market with its newly released board protection and illumination product - Board Brite.

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.

FotoLum's Halloween Safety Kit promises to hit the "cool factor" for kids while providing peace of mind for parents.

**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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