

NEWS RELEASE

April 29, 2015

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FOR IMMEDIATE RELEASE

Deflecto Takes Action to Help Improve Highway Safety

Market Leader Launches Innovative Product to Help Reduce Roadside Accidents

INDIANAPOLIS, IN – Building on decades of expertise in the safety products industry, and leveraging a corporate culture of innovation and problem solving, Deflecto, LLC released a patented new emergency safety product designed to help reduce highway accidents and potentially save lives. Deflecto’s Safety Arrow provides a reflective, instantly recognizable device to help divert traffic around a roadside hazard. The Safety Arrow can be used on trucks along with federally mandated reflective triangles or on automobiles and could significantly reduce the risk of secondary accidents due to stopped or disabled vehicles.

Safety Arrow – Solution for a Persistent Problem

Although truck drivers are legally required to display warning triangles when their vehicles are disabled or parked on the shoulder, secondary accidents continue to cause costly damage, injuries, and even deaths. Although triangles provide an early warning of potential danger, they do not point motorists in the direction they should steer to avoid an accident. The flow of high-speed interstate traffic often results in other drivers missing the triangles and not moving aside in time to avoid collision with the stopped vehicle or driver. Having noticed the prevalence of secondary accidents due to stopped vehicles, the Safety Arrow’s inventor, Ken Greves—a retired officer with the Indiana State Police and inventor of the “Stop Stick” used by law enforcement officers to put a stop to high speed chases, — set out to find a solution that would enable other drivers to quickly understand and react to stopped vehicles.

When Mr. Greves demonstrated his product invention to Deflecto, the company immediately saw the value in creating a powerful new safety device to improve roadside safety. As the world's largest manufacturer of bicycle reflectors and a leading manufacturer of warning triangles and reflectors for trucks and autos, Deflecto capitalized on existing expertise to further develop the new Safety Arrow. "For over 50 years, Deflecto has earned a reputation as an innovative company that brings new product ideas to the multiple industries we serve", Director of Product Management Jack Hamman said. "The Safety Arrow helps mitigate a serious known highway safety problem for our commercial customers and presents an affordable safety option for individuals as well."

Safety Arrow Design Features

Deflecto's Safety Arrow uses ultra-bright fluorescent yellow reflective material that exceeds ASTM D4956 standards for visibility in a large, directional arrow design. Drivers point the arrow away from their stopped vehicle by placing it to the rear of the truck or car via attached magnets. Although the Safety Arrow opens to a large, highly visible size, it folds down easily for compact storage.

Safety Arrow Advantage and Benefits

As a universally recognized symbol, the large reflective arrow is designed to trigger an immediate reaction in drivers to instinctively move away from the stopped vehicle bearing the Safety Arrow. In the short time since releasing the Safety Arrow, Deflecto has received an overwhelming customer response. "Fleet owners tell us there's a real need for this product," Hamman said, "One of the truck driver's worst fears is being struck by a passing car or commercial vehicle during a roadside emergency stop." "We believe adding the Safety Arrow to emergency safety equipment and procedures will increase driver safety and decrease company liability—but more importantly help to reduce the number of serious injuries and fatalities on the road."

“The Safety Arrow is just the beginning of our plan to broaden safety solutions. Deflecto is dedicated to providing innovative new products to increase safety in a wide variety of applications.”

To learn more about the Safety Arrow and Deflecto’s expanding line of safety products, visit www.Deflecto.com/SafetyArrow/ or call (800) 428-4328.