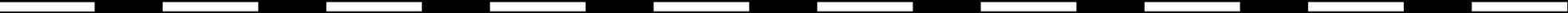
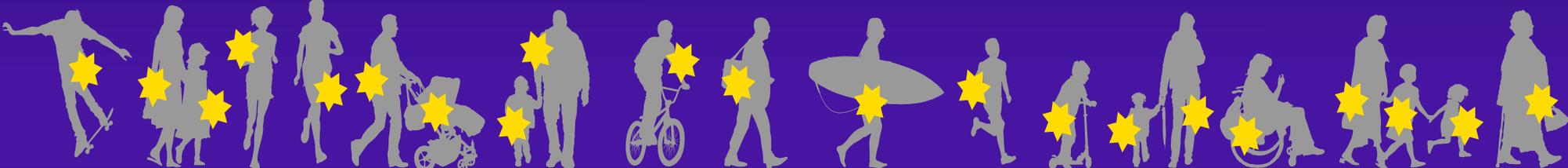


# AUSTRALIAN SAFETY REFLECTORS

Presentation 2014





# The mission of Australian Safety Reflectors

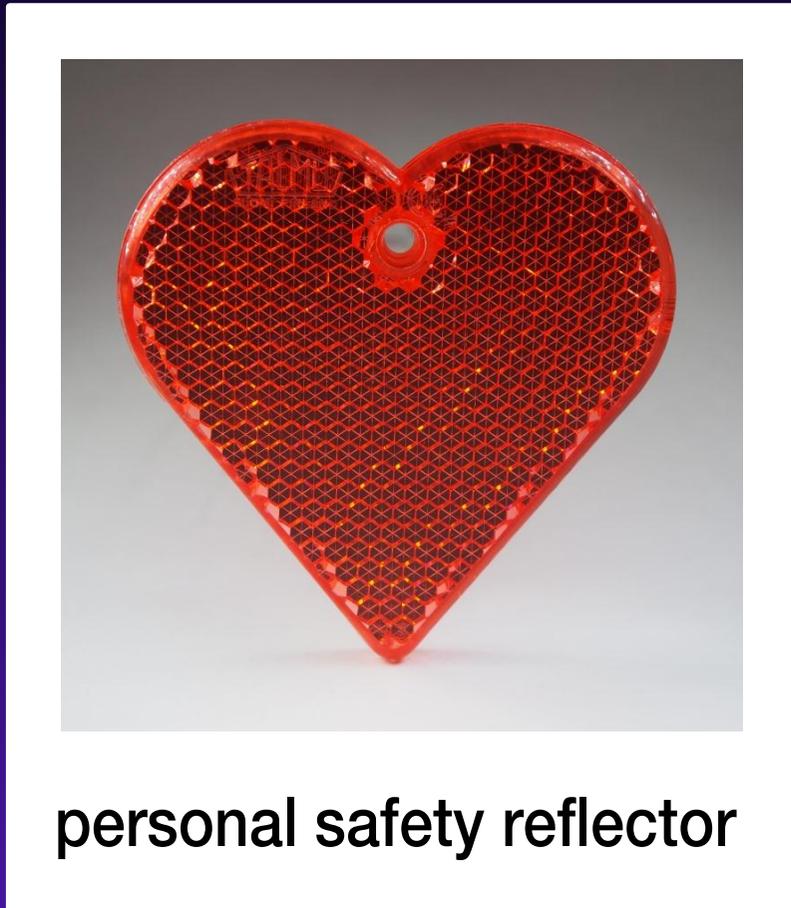


everyone can use a reflector

“ To promote and provide personal safety reflectors for exposed road users in Australasia. ”



# The personal safety reflector is an innovative **visibility accessory** for road users



- improves safety
- easy to use
- inexpensive
- lifestyle & look

Reflectors are accessible and functional safety devices for pedestrians, joggers, cyclists and other road users. They are already widely spread throughout Europe.



Personal safety reflectors take up minimal space and are **very easy to use**



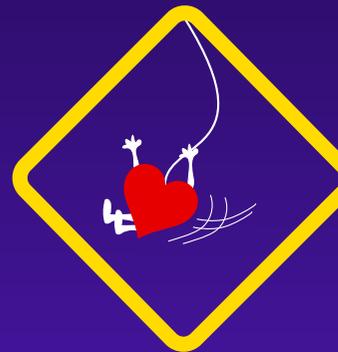
To wear on clothes, bags, backpacks etc



For cities, suburbs and the outback



Place the reflector low

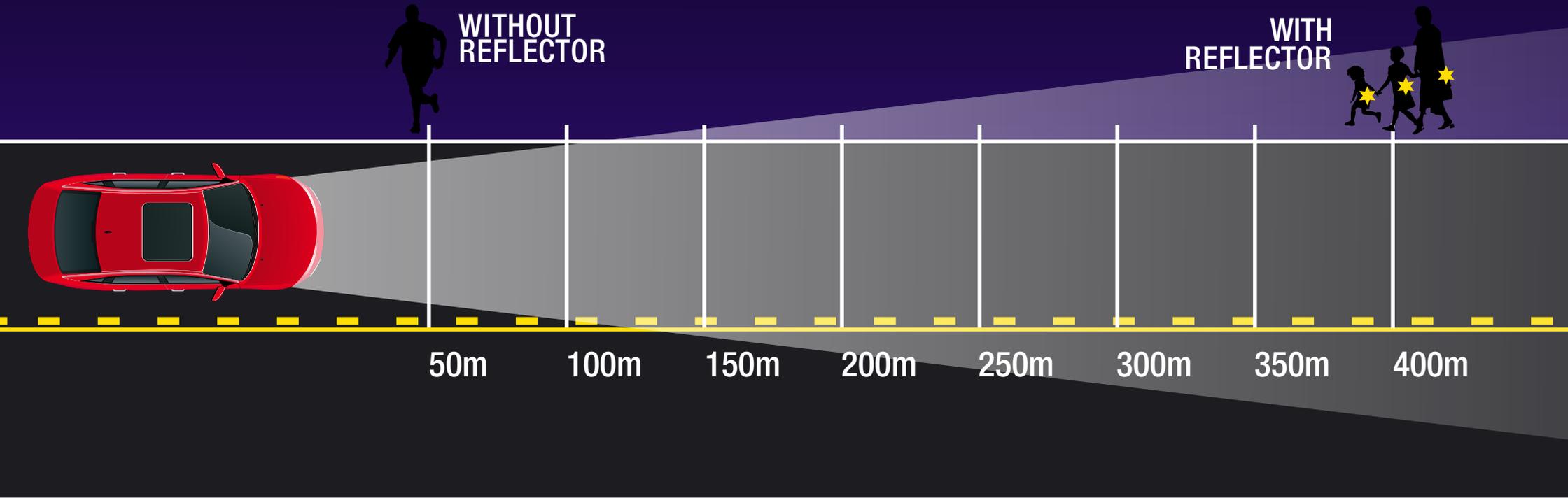


Keep the reflector in motion

To guide users, we have issued a light-hearted manual *The 7 steps to reflect yourself* that is available on our website.



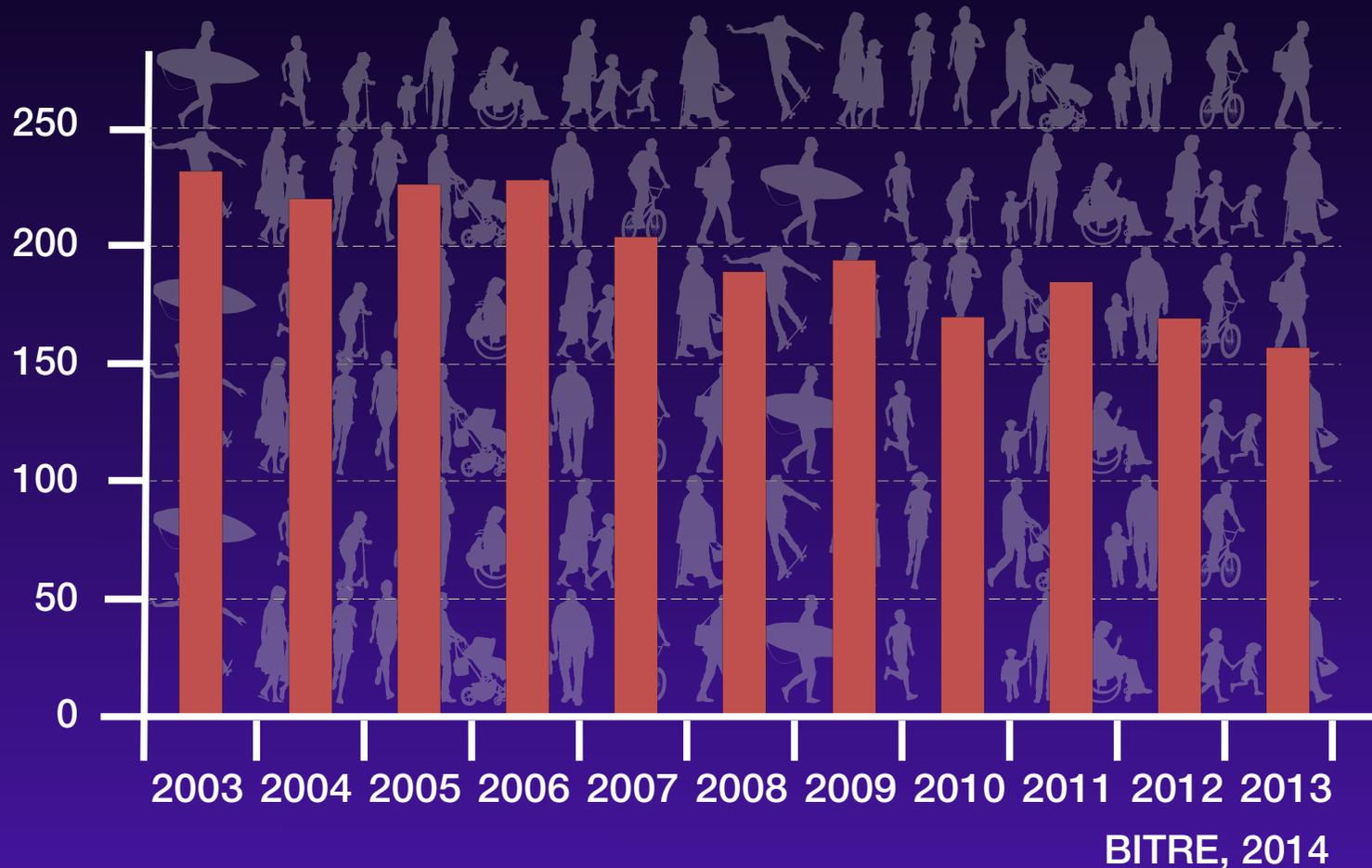
# The distance from where you can be seen with, and without, a reflector



The added visibility from reflectors gives drivers enough time to reduce speed or stop for the reflector user. This can be the difference between life or death.



# Pedestrian road fatalities and injuries are a traumatic threat to all of us



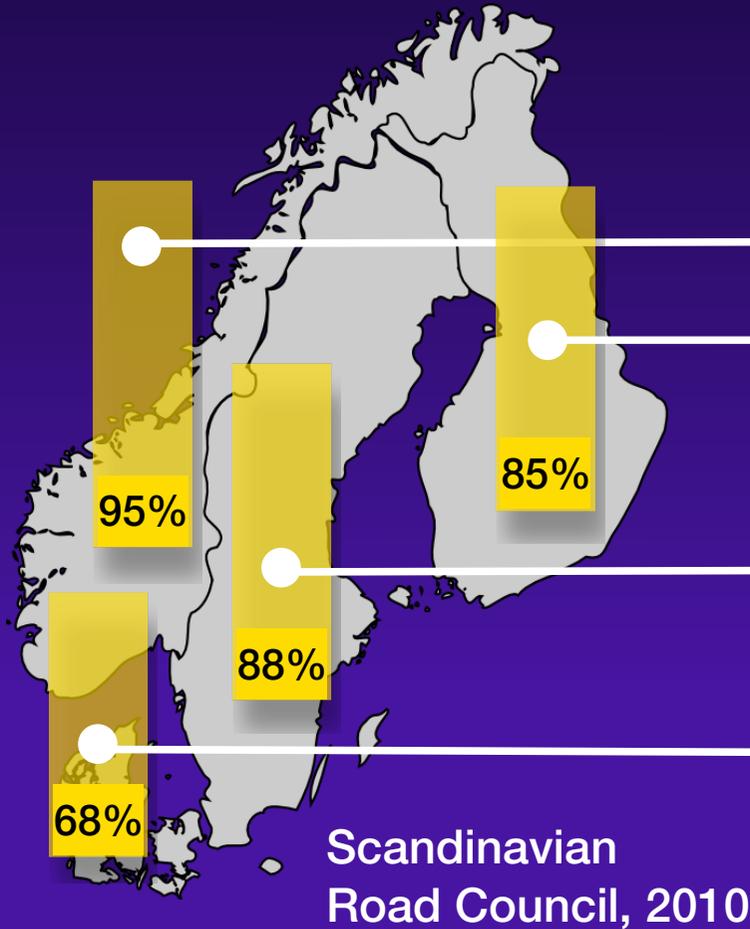
Pedestrian fatalities in Australia has decreased greatly the last 25 years but still almost 200 people die every year, and many more are injured. Cyclist are also amongst those at risk.



# Reflector are widely used in Scandinavia and correspond with low pedestrian fatalities

Scandinavians always or sometimes use a reflector

Annual fatalities per 100 000 citizens



● Sweden	0,34
● Norway	0,51
● Finland	0,66
● New Zealand	0,77
● Denmark	0,78
<b>● Australia</b>	<b>0,79</b>

WHO, 2013  
(data from 2010)



# Reflectors appeal to taste and reflect the user's personality with **all colours, shapes & types**



hard (prism) reflector



soft reflector



slap wrap reflector

▶ Superior reflection

▶ Designer's delight

▶ Built for action

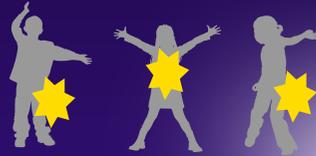


# Reflectors are used by many different road users as a functional lifestyle accessory

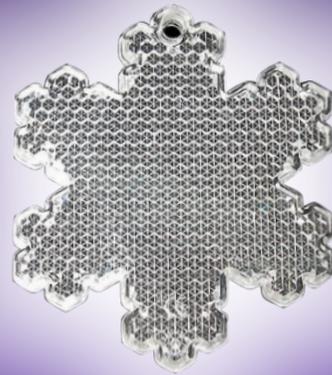
## Pedestrians



Children & teenagers



Joggers & athletes



Cyclists & skaters



Elderly & disabled



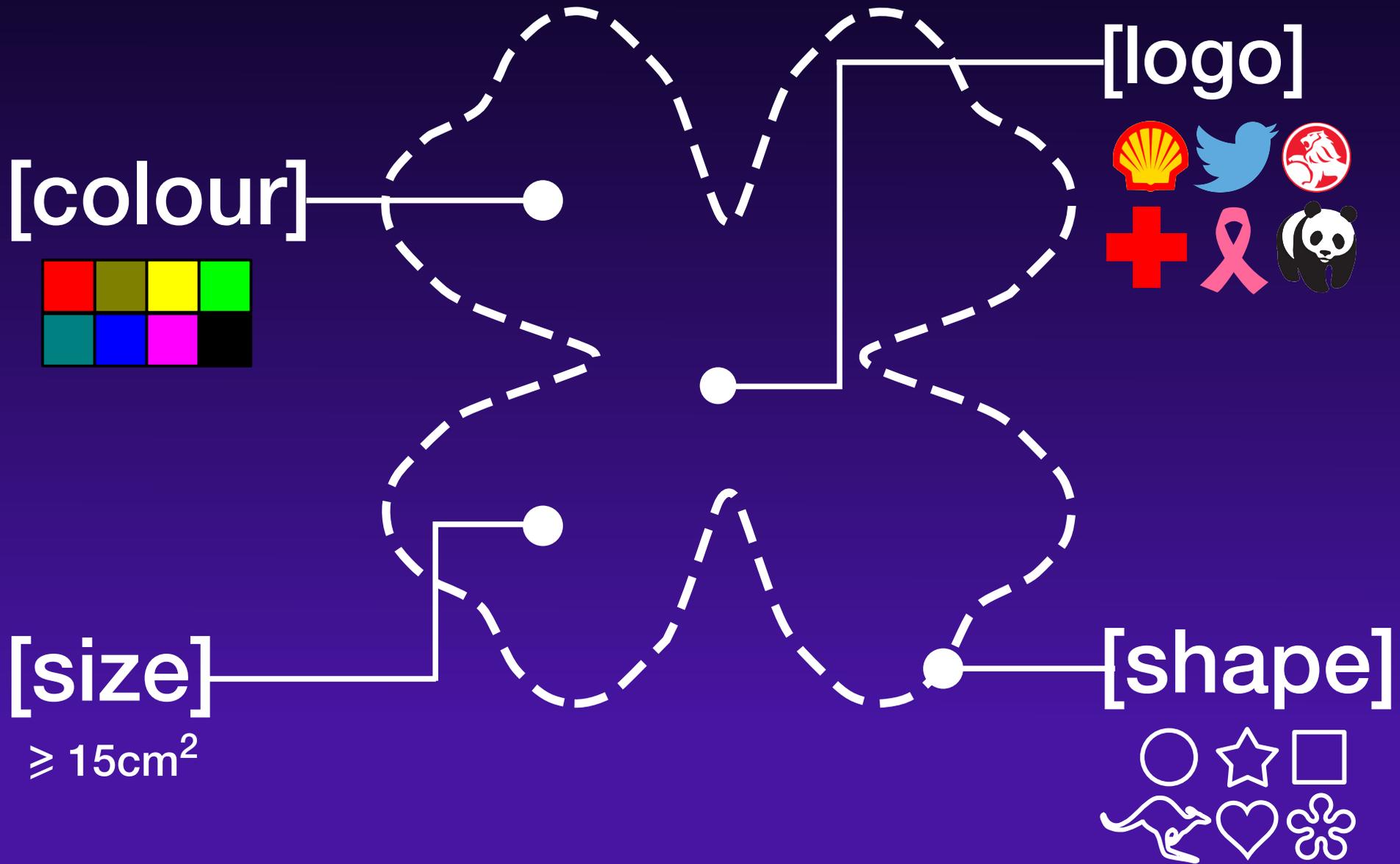
Infants & parents



Pet lovers



# Reflectors are used as give-aways or fund-raisers to promote brands and organisations





# Personal Safety Reflectors are a positively charged and functional promotional tool used in public



**Meaningful**



**Visible**



**Versatile**

For employers, reflectors serve as personal protective equipment (PPE) to keep staff safe when they are on duty or when they travel to or from work.



# Australian Safety Reflectors was established 2013 and aim to promote and provide reflectors



**Ida Owbridge  
(Owner/Director)**



**Automated production of  
hard reflectors (Finland)**



**Warehouse for soft  
reflectors (Sweden)**

We are an Australian owned and managed company, inspired by the long tradition of reflector use and quality in the Scandinavian countries.



If you need more information or have questions  
**you are welcome to contact us**

On our website:



In person:

Ida Owbridge

+61 448 063 628

ida.owbridge@ausflec.com.au

ausflec (Skype)

On social media:

Facebook



+ Twitter



12.



**Reflect yourself!**

