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Profile of Safe Reflections: a Leader in High Visibility Technologies

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Abstracts

Safe Reflections is a leading provider of retroreflective materials for application to a broad range of accessories and apparel products. The company focuses on three primary technologies: Airex Segmented, a segmented, breathable, reflective trim technology; Brilliant Color Reflective, a reflective material technology which can be supplied in over 100 colours; and Tribondex adhesive, a proprietary adhesive system for reflective materials. These technologies are employed in the manufacture of cut parts and logos, trims, piping, roll goods, and stick-on and iron-on strips. The strips are sold directly to consumers via online and retail channels and can be applied to bags, bikes and clothing — or anything which people carry, ride upon or wear during low light hours. Safe Reflections sources reflective material from 3M in Minnesota, USA, and has a manufacturing facility nearby in the USA to optimise supply chain efficiencies. At the same time, it manufactures and converts segmented custom reflective trim exclusively for 3M, which 3M sells under licence under the brand name 3M Scotchlite Reflective Material — Series 5500 Comfort Trim. Safe Reflections also has a converting facility in Taiwan in order to benefit from lower labour costs and to serve customers in Asia more efficiently. Since the company was founded, its sales have grown at double digit rates every year and this is expected to continue through geographical expansion, new product innovation and building the direct-to-consumer business it launched in 2016. This report provides insight into the development of Safe Reflections since its foundation and gives an overview of the retroreflective technologies which the company has developed. Also, the report discusses: the company's research and development, innovation and patents; its sourcing, manufacturing and distribution operations; its markets, customers, sales and competition; and its corporate social responsibility (CSR) strategies. Furthermore, the report provides an outlook for the future.

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