



Brite-Strike's flashlights were originally used only by military and police officers, but business has boomed as the consumer base has broadened.

Brite-Strike Crosses Lines

There used to be a clear distinction. There were products that were designed specifically for the military. There were other products created for law enforcement. And different products altogether were made for consumers. Today, however, those lines are becoming increasingly blurred, and companies are finding new levels of success by developing products that can cross over into multiple categories.

"Our focus is on creating products that help make things better for military and law enforcement, but the more we looked at the products we were making, the more we realized that the applications for those products are almost limitless," says retired Brigadier General Ronald J. Johnson, Brite-Strike's COO. "They're lighting solutions that work equally well for a wide range of people."

As a way to demonstrate the multiple applications of its products, Brite-Strike took its Blue-Dot tactical flashlights, which were created for military and law enforcement personnel, and showed sportsmen how the compact flashlights, combined with the interchangeable red, green, and blue lens covers, would allow hunters to get into the field without spooking game, and read maps without sacrificing their night vision. Brite-Strike also adapted its military perimeter-alert system into the Camp Alert Perimeter Security System (CAPSS) that helps protect campers against bears and other intruders while in the woods.

In 2012, Brite-Strike is broadening its potential customer base with the introduction of its All Purpose Adhesive Light Strips with Active Illumination Reflective Technology (APALS-AIR). Johnson says that the light strips with adhesive backing, originally developed for the military, have endless possibilities when it comes to consumer applications—from bicycle helmets and treestands to dog leashes and trick-or-treat costumes.

"The 'problem' is figuring out all the applications that are possible with products like these, and then being able to get consumers to see all the different ways they can use them," Johnson says. Booth #8003. [508-746-8701](tel:508-746-8701); brite-strike.com

—Christopher Cogley