



Leader in the dark®

PRODUCT GUIDE



DOG COLLAR
DC-001

HANGING
REFLECTOR
Circle, Ø 60MM
RH-256

DRESSED FOR SUCCESS

Success makes fresh ideas come to life. It requires free thinking, determination, innovation, passion, courage and commitment to excellence. Success is our thing, our lifestyle, our way of thinking. That is why Softreflector exists.

Free thinking - With a young, enthusiastic and creative team Softreflector has the ability to think outside the box, creating solutions where others see only problems. This is at the heart of everything we do, and we lead others because of it.

Determination - Big goals and a desire for success are nothing without determination. This is our way of thinking, and it has made Softreflector known all over Europe. We promise it, and we act by it.

Innovation - Our innovative design and production methods have changed reflectors forever. No longer just a reflector, but a growing range of accessories to match a persons own thinking and individual style!

Passion - We enjoy what we do and we want others to enjoy it too. We are passionate about our products and our aim is for that passion to be infectious.

Courage - Daring to try new things is an important part of what we do. It keeps us fresh, keeps us successful, and keeps us in front. If something hasn't been done before, it doesn't mean it can't be done. Where others say "no", we dare to say "Yes!"

Excellence - Mediocrity is not in our language. Everything we do is aimed at producing excellence and doing so consistently without compromising the safety of our products.

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BICYCLE
REFLECTORS

REFLECTIVE LACE ACCESSORIES[©] *

3M
Scotchlite™
Reflective Material

CROSS MEDIUM
RLA-034

NB! You can find more shapes on our website softreflector.com

* NOT EN13356 certified (too small size)

Facts

- Made of 3M Scotchlite
- Developed and copyrighted by Softreflector LLC
- Made in the highest quality
- Cool but cheap
- Due to it's small size, it is not EN1335 certified
- Even though it is small, it reflects extremely well

The concept

- Suits all target groups - young or old, men or women
- An innovative and comfortable way to make yourself visible
- Suitable for any footwear with laces or strings
- Stylish and durable - a great item for long lasting promotion
- "2 in 1": a cool accessory, with a strong reflection

CIRCLE BAND
MEDIUM
RLA-036

STANDARD PACKAGE



**REFLECTIVE
LOOP STRAP**

- EN 13356:2001 CERTIFIED

3M
Scotchlite™
Reflective Material



LOOP STRAP
STANDARD
LS-001



Reflective Loop Strap

- Be cool and visible in the dark
- Many ways to use it: add to a jacket, jeans, purse, back-bag, shoulder bag or use as a key-fob
- Comes with silver metal details; Black metal details available as an extra option
- Price includes regular print on both sides (out- and inside of the loop)
- "under/on" print technique available as extra option
- CE certified



Choose between silver or black fixing

STANDARD PACKAGE



CUSTOM PACKAGE



Multiple ways to use...



PENDANT REFLECTORS

- EN 13356:2001 CERTIFIED

3M
Scotchlite™
Reflective Material



RECTANGLE 1
RH-006

NB! You can find more shapes on our website softreflector.com



Fixings

Choose one of the following
options within price:



PIN & STRING
length 50 cm



KEYRING
W: 18 mm,
H: 60 mm



METAL BALL CHAIN
length 15 cm Ø 2,5 mm

String color options:

LC-6-1

LC-30-1

LC-16-1

LC-21

LC-7

LC-28-1

Extra charge:



PARROT HOOK
W: 13 mm, H: 55 mm



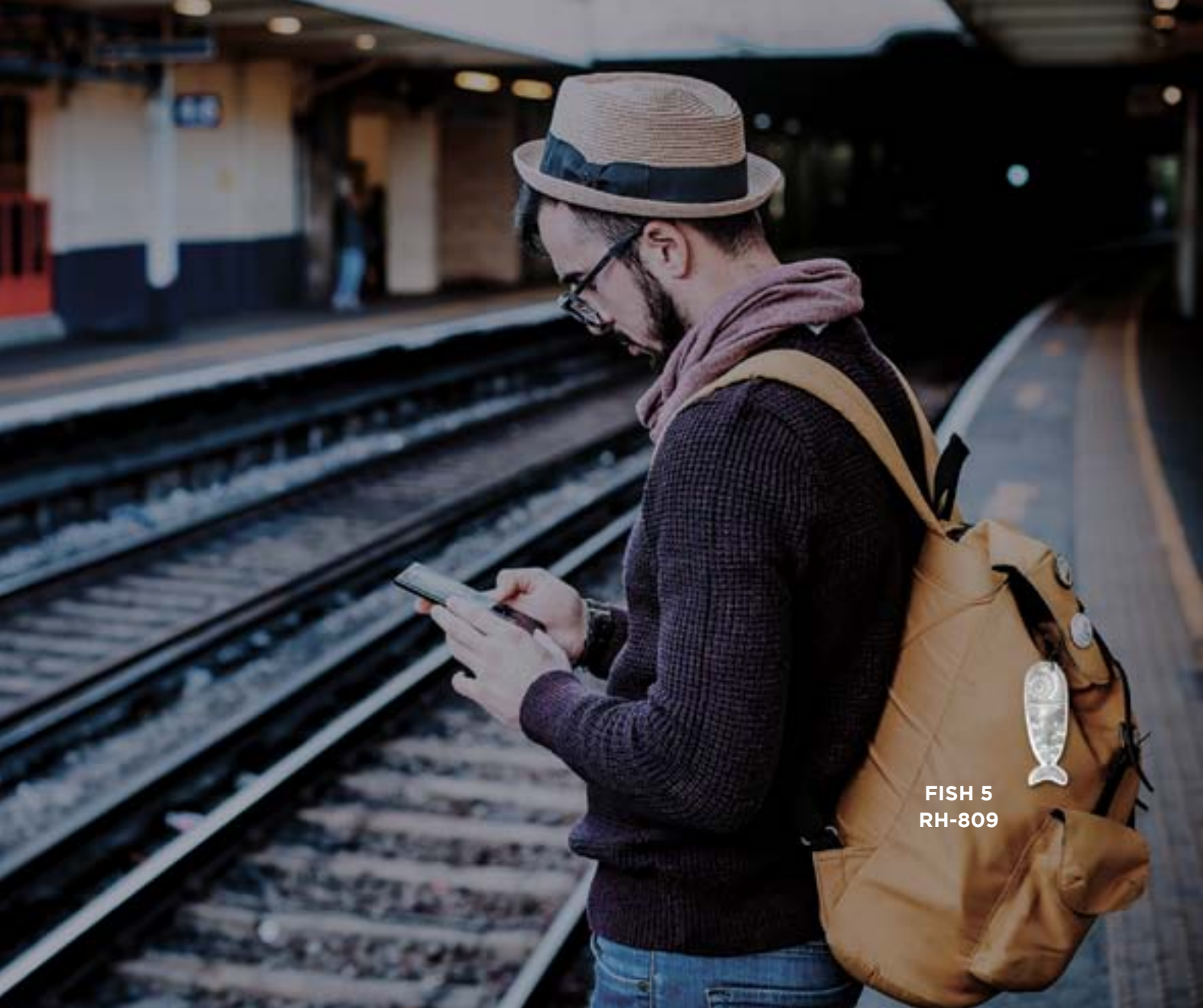
BLACK
PARROT HOOK
W: 13 mm,
H: 55 mm



METAL WIRE
length 15 mm
Ø 1mm



METAL CROCODILE
CLIP + BALL CHAIN
total length 95 mm



FISH 5
RH-809



TIP TAP
RH-640

CLOUD
RH-514

REFLECTIVE* ZIP PULLERS ©

* NOT EN13356 certified (too small size)

3M
Scotchlite™
Reflective Material



LETTER A
ZT-039

Reflective Zip Pullers

- Developed and copyrighted by Softreflector LLC
- An original give-away item
- Highly Reflective*
- Small & Discreet
- Good exposure for the logo
- 2 pcs in a bag
- Standard inlay card included

* The Zipper Tag is made from the best reflective material and it reflects well in the dark. However since its small size it is not classified as a visual safety product. We recommend the Zip Tag as an additional help to any EN13356 certified item.



STANDARD PACKAGE



CUSTOM PACKAGE



REFLECTIVE STICKERS

- EN 13356:2001 CERTIFIED

3M
Scotchlite™
Reflective Material

Reflective Stickers

- Reflective stickers comply the EN13356 standard, if used correctly. Adhesive backside is suitable for use on most clothes and non-stretch materials. The product can be made in custom shapes and printed in full color imprint.
- NB! We also produce sticker sets!

CUSTOM PACKAGE

STANDARD PACKAGE

STICKER



STICKER SET



SHIP WHEEL
RS-036

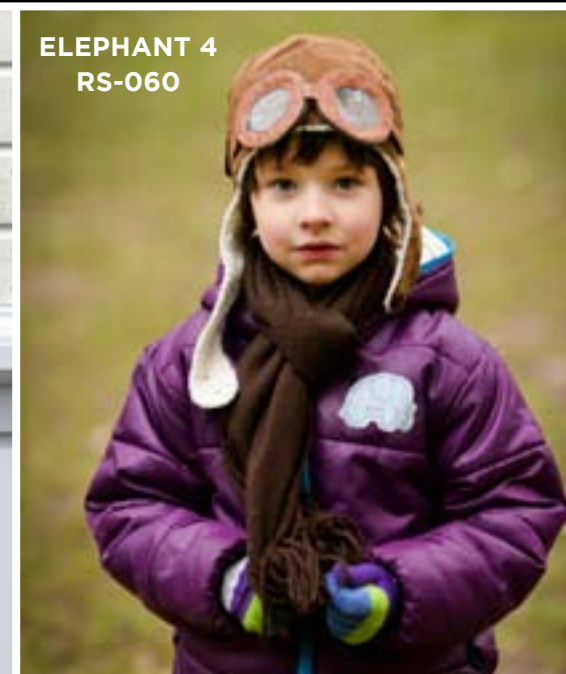


BIG CIRCLE
RS-045



CROSS
RS-029

ELEPHANT 4
RS-060





STOPABUS!
CH-003

REFLECTIVE CARD HOLDERS

3M
Scotchlite™
Reflective Material



REFLECTIVE ARMBANDS*

3M
Scotchlite™
Reflective Material

- Wristbands are ideal for summer use! They are lightweight, and worn directly on your wrist. These products are great for safer walking in the long summer evenings and for use as passes for festivals and other large events, as it is highly reflective.

* NOT EN13356 certified (too small size)



3M
Scotchlite™
Reflective Material

REFLECTIVE SLAP-WRAPS

- EN 13356:2001 CERTIFIED



BONE
RCP-001

3M
Scotchlite™
Reflective Material

REFLECTIVE COLLAR PENDANT



REFLECTIVE ACCESSORY FOR BICYCLES *

* NOT EN13356 certified (this product doesn't need a certificate as it is an additional item to factory sealed plastic reflectors)

- One-piece “easy-attach” item to enhance bike riders safety
- Makes you visible from at least 130m in the dark!
- Once attached to clean spokes, it can bear rain, dust, snow, mud – anything!
- The product can be made in custom shapes and full color printed.



CIRCLE
BA-002

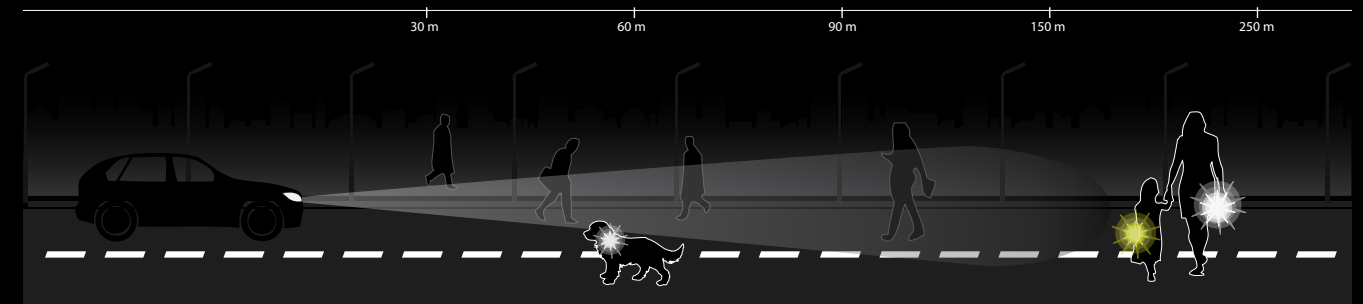


ORIGAMI WOLF
RH-872.1

SHIP WHEEL
RS-036

BUNNY
RS-020

SNOWFLAKE 6
RH-571



DESIGN YOUR OWN SHAPE!

We gladly make reflectors in your own shape design. In order to meet the European CE13356 standard, we are required to check your design for compliance, and make any necessary adjustments. The cost of producing your custom shape is directly affected by this compliance check, so an accurate price can only be given once we have received artwork for your shape. Custom shapes require new moulds to be created and because of that, a slightly longer order period is usually required.

CE EN 13356 & PATENT CERTIFICATES



Our pricing is based on A, B, C, D, E and F level which makes the price calculations for the client much easier. We don't ask for any "extra" charges for colours, printing preparations etc. The price which is stated in the pricelist is the price you'll pay. Softreflector's mould charge is much more affordable than our competitor's.

BUT we can't tell you all our benefits and secrets in our catalogue, so for more info, visit our website www.softreflector.com; contact by e-mail: assistance@softreflector.com or just call us: +372 6585921

© Design is protected by Copyright - product only available from Softreflector.
* Product is not compliant to EN13356 standard and must not be sold as such.



FACTORY

Softreflector is definitely most innovative and developed producer in visual safety production. We are the leaders in this industry, our knowhow is so big, that we educate governmental organizations about the evaluation of quality but also in new, upcoming trends and products. Number of employees 30-40.

Producing visual safety items involves a huge amount of responsibility towards keeping people alive, therefore its been a principle to have very strict quality control on every tiny detail. This can be executed only by doing all procedures "in-house". Not least important are the materials that we use. SR uses only US, European, Japanese or South-Korean materials in production. SR has spent years in finding suppliers that match in their quality and highest standards. All materials have been tested and have all necessary compliance certificates.

ABOUT Us

The company started active production in August, 2003 and is located in Europe, Estonia. The idea was and still is to offer reflective products which look innovative and trendy. Yes, there were many reflector producers before us but our way of thinking and producing was totally different. We are the first reflective product's factory who produces the products from zero to the end: starting from making the moulds for the custom shapes, making the digital imprint, ending with packing and sending the goods out. Also, we were the first producer who started to make digital imprint - before us, only silk screen was offered.

We took the "reflector" industry to the next level as we don't buy in any services - this makes us independent, quick and gives us a total control of our products quality.

Nowadays, the reflector is not just an obligatory item which is required by government, it's also an expression of person's lifestyle as its trendy accessory too. Even though our products look trendy, our quality hasn't suffered at all. All our products which are meant for personal safety are made of 3M Scotchlite material and of course are CE EN13356 certified. We are one of the few "reflector" producers, who does not give any "discount" to the quality - everything we do we do the best!

Copyrights ©

We value intellectual rights highly and expect others to do the same in respect to our products. Please note that the "©" signs accent that the product is created and copyrighted by Softreflector and available only from us.

Softreflector –Leader in the dark! is registered trademark.



