

KNOG LAUNCHES POP LIGHTS



ACCESSORISE YOUR BIKE WITH LIGHTS THAT REALLY POP

Knog, the product design brand from Melbourne, have ripped up the rule book yet again with a new range of lights that will we can all love and hate, with a choice of ten - yes ten - patterns.

Let's get the boring stuff out of the way first. The range has three models: the amusingly named POPi and POPii are the one and two AA battery front lights; and POPr is the single AA rear light. They are surprisingly powerful for an entry level light - a great safety light that also casts a strong beam, and with side illumination to boot. The new strap is unlike anything else in the Knog range with a chunky, silicone, wrap-around, easy on and off style.

Now, what's really interesting are these patterns. We asked CEO and head designer Hugo Davidson why the product was named POP? "These lights are designed to appeal to an individual sense of taste. it's providing choice - from the conservative among us, to the more 'out there'. We're interested to see who's brave enough to go for our "wild" patterns". Davidson is referring to the fact that there are wild patterns like leopard skin and tattoo. But there are also the safe options like plain black, white and graphite-type patterns.

"What's more, don't the colours really POP?" he added.

The idea of tailoring even accessories to riders aesthetic and functional needs is a theme of Knog's entire new collection, which includes the array of new LED tech on display with the Blinder MOB range. Plus the extra injection given to the Performance range of Blinder ARC and Blinder ROAD lights which are now more powerful and have more colourful bodies.

Launching online and in stores from 26th August 2015. Expect the POPi and POPr lights to retail for US\$17.50 and POPii at US\$24.50.

Download all hi-res [POP images](#). For more information please contact: Sean Wilkinson at sean@knog.com.au

POP **i** FRONT LIGHT 1X AA



POP **ii** FRONT LIGHT 2X AA



POP **r** REAR LIGHT 1X AA



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POP

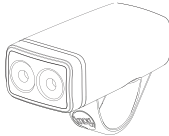
SPECS

i
FRONT
LIGHT



 Battery Included	 35 Lumens	 100hr Max Run Time	 5 Modes	 Water Resistant	 Includes Side Illumination	 Tool-Free
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ii
FRONT
LIGHT



 Batteries Included	 60 Lumens	 150hr Max Run Time	 5 Modes	 Water Resistant	 Includes Side Illumination	 Tool-Free
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r
REAR
LIGHT



 Battery Included	 Choice of Orientation	 100hr Max Run Time	 5 Modes	 Water Resistant	 Includes Side Illumination	 Tool-Free
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