

# KNOG STRAPS UP IN TIME FOR LIGHT SEASON



## A NEW CONVENIENT STRAP SYSTEM THAT HAS FOCUS ON STRENGTH, SELECTION AND SIZE.

Knog is a brand that doesn't usually take itself too seriously - but it takes its customers very seriously. "We have heard from cyclists who are frustrated by accessories and lights not *quite* meeting their precise needs", says Hugo Davidson - CEO and lead designer. "The cute fixie and the hardcore trial bike are different species - some of the aero-posts these days are ridiculous. So our focus was on not only making a strong strap, but one that could be changed depending on your bike frame".

The impressive Blinder MOB is a new range of urban bike lights designed to match the needs of different types of urban and suburban riders. Whilst there are unique flash patterns and LED arrangements featuring different beam angles, the new strap is the common element. It also features on the new Blinder ROAD R70.

There are four reasons to believe Knog when they say their **new** silicone strap solution is a winner:

### 1. Compression moulded

The previous strap was injection moulded, which - on rare occasions - can lead to a vulnerable point in the silicone. The new compression moulded process means the whole strap is equally strong.

### 2. Interchangeable strap

The strap is detachable so can be replaced with a larger or smaller size strap depending on your bar. Knog have made three sizes, the largest of which is suitable for almost any size aero bar.



### 3. Clip on

The new strap requires an even distribution of tension when clipped on, meaning there is no extra stress on any one part of the strap.

### 4. V and O shaped groove

The shape of the back of the light means it can wedge onto an ultra thin aero-bar, just as it can onto a large cylindrical bar.



Knog's US light distributor is now Highway Two.

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