

Release

Flexibility to Coreflect reflector sales

To improve the reflector customer's customer satisfaction and customer service Coreplast Laitila Oy and Safety Reflector Finland Oy have entered into a co-operation agreement for the sales and marketing of pedestrian reflectors. According to the agreement, Coreplast Laitila Oy manufactures the reflectors for Safety Reflector Finland, which in turn prints, packages and sells the reflectors to different distribution channels.

Safety Reflector Finland will be exhibiting the Coreflect products at PSI 2017 fair in Düsseldorf.

The new retail products are available from January 1st 2017 and they will be exhibited at the Spielwarenmesse in Nuremberg. Private label solutions will be exhibited at PLMA fair in Amsterdam.

Browse the reflector range for logo printing here: <http://www.coreflect.fi/eng/products/coreflect>

Browse the retail products here: <http://www.coreflect.fi/eng/for-resellers/retail-packages/>

Updates are coming.

The history of the pedestrian reflector

The history of the pedestrian reflector dates back all the way to the 1960's. Then farmer Arvi Lehti invented the TALMU-reflector, which later became very well known and popular. Arvi Lehti sold his company TALousMUovi to Hella Lightning Finland from which Coreplast Laitila acquired the reflector business in 2006. Nowadays the business is based on an international network of nine print house partners and on the retail solutions developed and made in Finland. Coreflect reflectors are well known around the world. Many people retain their health due to Coreflect pedestrian reflectors reliability.

We are happy and keen on the new way of operating. We wish that we may serve you in different reflector solutions now and in the future!



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