

Visibility is a Concern for Winter Runners

For running enthusiasts, winter doesn't mean being stuck indoors watching the six o'clock news from a treadmill. Many runners bundle up to brave the cold and take to the streets in the winter, but do they think about visibility?

3M Scotchlite reflective material is available on active wear to help running enthusiasts help to be seen and give them stylish choices.

One of the latest fashions featuring Scotchlite reflective material can be found later this year in Brooks Sports' Nightlife collection. "At Brooks we aim to inspire people to run and be active and that includes eliminating excuses and offering peace of mind in the dark," says Stan Mavis, Brooks' senior vice president of Apparel and Accessories. "We incorporated Scotchlite reflective material technology into the design of our Nightlife collection to specifically enhance visibility on the run."

When purchasing high-visibility clothing, of course, the more reflective the material and consistent the reflectivity, the better. But it also is important to consider where it is placed.

"Reflective material should offer 360 degree visibility on the front, back and sides," says Kim Kocer, market development manager, 3M Personal Safety Products. "With new innovations in reflective material, it has never been easier to be more visible."

Scotchlite reflective material can be found in running apparel, footwear and accessories, providing runners fashionable options to help to be seen, while not sacrificing performance, comfort, style or visibility. Scotchlite reflective material comprises retroreflection technology that bounces light from a source such as a car's headlights, back to the eye. That helps a driver perceive runners and pedestrians in low-light situations. In addition to Brooks Nightlife, consumers can find Scotchlite reflective material in other popular brands including, Nike, Asics, Reebok, New Balance and Adidas apparel and footwear

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