

FOR IMMEDIATE RELEASE

Contact: Sharon Gee, Circle Dot Marketing for COAST Products
702-506-7887 / sgee@circledotmarketing.com

Kevin Corcoran, Marketing Communications Manager, COAST Products
503-234-4545 / kevin.corcoran@coastportland.com

COAST's New POLYSTEEL Flashlights Shine at Upcoming National Hardware Show

**Unique Design. Ultra Durable Waterproof Casings.
Patented Technology & Innovation.**

PORTLAND, OR, April 17, 2015 – [COAST Products](http://www.coastproducts.com), known for producing high-quality innovative flashlights that set industry standards, will display their new [POLYSTEEL™](http://www.coastproducts.com) line at this year's National Hardware Show ([NHS](http://www.nhs.com)), May 5-7, [Booth 34053](http://www.nhs.com) at the Las Vegas Convention Center. The new lights include an array of incredibly bright, waterproof and durable flashlights that are built to perform dependably in the most demanding construction jobsite environments. Their unique design uses a stainless steel core to deliver unmatched strength, which is then encased with a very durable, easy to grip polymer body. These attributes, combined with COAST's patented Pure Beam Focusing Optic, make POLYSTEEL lights the perfect lights for contractors or remodelers operating in hot or extreme environments where durability and reliability are must have features.

COAST will exhibit the POLYSTEEL flashlights and a wide variety of LED flashlights, headlamps, lanterns, knives and multi-tools during the NHS. Their products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every professional, DIYer, retailer and distributor in the hardware and home improvement industry.



[COAST's New POLYSTEEL 600 LED Flashlight](http://www.coastproducts.com)

POLYSTEEL – Durable, Incredibly Tough for Any Project or Environment

The all new LED flashlights – the POLYSTEEL 200, POLYSTEEL 400 and POLYSTEEL 600 – feature COAST’s patented **Pure Beam Focusing System**. Proprietary optics produce a pure, bright consistency across the entire beam; whether it is a Bulls-Eye Spot or an Ultra View Flood Beam. They boast three light outputs – high, medium and low - and are equipped with Coast’s **Twist Focus** light control. By combining high performance flashlight technology and innovation with brand new, state-of-the-art production processes, COAST has exceeded its own exceptional quality and durability standards.

POLYSTEEL 600

- Lumens: 620 (High), 220 (Medium), 64 (Low)
- Run Time: 2 hours (High), 4 hours 30 minutes (Med), 34 hours (Low)
- Beam Distance: 234 meters (High), 134 meters (Med), 74 meters (Low)
- Submersible: IPX8 – 3 meters for duration of 6 hours
- Battery: 4x AA model

POLYSTEEL 400

- Lumens: 300 (High), 105 (Medium), 33 (Low)
- Run Time: 1 hour (High), 3 hours 15 minutes (Med), 15 hours (Low)
- Beam Distance: 194 meters (High), 113 meters (Med), 62 meters (Low)
- Submersible: IPX8 – 3 meters for duration of 6 hours
- Battery: 4x AAA

POLYSTEEL 200

- Lumens: 250 (High), 87 (Medium), 26 (Low)
- Run Time: 3 hours 30 minutes (High), 9 hours (Med), 35 hours (Low)
- Beam Distance: 121 meters (High), 223 meters (Med), 37 meters (Low)
- Submersible: IPX8 – 3 meters for duration of 6 hours
- Battery: 3x AAA

Builders, remodelers, electricians, plumbers, and do-it-yourselfers all require a tough and dependable flashlight that can battle through the harshest elements. COAST’s POLYSTEEL flashlights are designed to withstand daily use in even the most extreme project environments. Engineered for lasting quality, these top-quality LED lights are enclosed in a stainless steel core that is then wrapped in a molded, polymer coating. Virtually indestructible, the POLYSTEEL flashlights are waterproof, crush proof, drop proof and scratch proof.

Ideal for Every Day, Heavy-Duty Use

The perfect addition to any toolbox, vehicle or work site, COAST POLYSTEEL flashlights have a unique crosshatch, deeply textured industrial body, making them extremely easy to grip. The easy-to-use design extends to the anti-roll tail cap and tactical-style rear switch on each POLYSTEEL model. With a simple partial depression, the momentary switch easily cycles between low, medium and high power output for optimal project illumination and to conserve battery life when possible.

–more–

David Brands, President of COAST remarked, “Whether working on a construction jobsite or tackling a weekend warrior DIY project, our new POLYSTEEL flashlights light the way with superior lighting technology that make the user’s job safer and easier. Home improvement enthusiasts worldwide can count on these lights to provide unbeatable function, performance and durability at an affordable price.”

The POLYSTEEL flashlights are available now and retail for between \$30 and \$50. Follow COAST at one of the social media channels below, or check the COAST website for the latest information.

COAST Products – A History of Innovation

Well-known for their knives and multi-tools, for nearly 95 years, COAST is now a market leader in premium LED flashlights – developing innovative products trusted by everyone from the weekend warrior to the Navy Seals and soldiers in Iraq and Afghanistan. COAST’s technologically advanced products are safer and easier to use, while at the same time being extremely functional and enjoyable to own. COAST Products was founded as COAST Cutlery Company in 1919. Originally established to provide quality knives to the farmers, ranchers and workers of the Pacific Northwest, today COAST produces premium LED lighting products, including top-rated [flashlights](#), [headlamps](#) and [EAL](#) (emergency area lighting), as well as fine-crafted [knives](#) and world class [multi-tools](#). Every COAST product reflects an investment in skilled craftsmanship and quality materials and is backed by a COAST guarantee. COAST products are available from leading home centers, hardware stores, professional outlets, automotive stores and supplies, sporting goods stores, and numerous online retailers. For more information call 800-426-5858 or visit www.coastportland.com.



– END –