

FOR IMMEDIATE RELEASE

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

Kevin Corcoran, Marketing Communications Manager, COAST Products  
503-234-4545 / [kevin.corcoran@coastportland.com](mailto:kevin.corcoran@coastportland.com)

## COAST's New POLYSTEEL Flashlights Shine at Upcoming SHOT Show

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

**PORTLAND, OR, January 5, 2015** – [COAST Products](#), known for producing high-quality innovative flashlights that set industry standards, will roll out their new [POLYSTEEL<sup>TM</sup>](#) line at this year's Shooting, Hunting and Outdoor Trade Show ([SHOT](#)), Booth 15120, from January 20-23, 2015 in Las Vegas, NV. The new lights include an array of incredibly bright, waterproof and durable flashlights that are built to perform dependably in the most demanding environments, including extreme outdoor use. 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 the outdoorsperson operating in wet or harsh 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 SHOT show. Their products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every customer, retailer or distributor in the sports, leisure, hunting and shooting market.



**COAST's New POLYSTEEL 600 LED Flashlight**

**-more-**

8033 NE Holman, Portland OR 97218 | 800-426-5858 | Fax: 503-234-4422 | [www.coastportland.com](http://www.coastportland.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

Specs for the POLYSTEEL 200 will be available soon.

Hunters, avid outdoorsmen, police, military and emergency responders all require a tough and dependable flashlight that can battle through the most severe elements. COAST's POLYSTEEL flashlights are designed to withstand daily use in even the harshest 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 hunting or outdoor gear, 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.

David Brands, President of COAST remarked, "In the toughest, most remote, and darkened environments, emergency professionals, hunters and avid sportsmen and women can count on our new POLYSTEEL flashlights to light the way. COAST has delivered innovative and superior lighting technology that makes the user's job safer and easier. Whether following prey, returning to base camp or trekking through rough terrain, these new lights provide unbeatable function, performance and durability at an affordable price."

**-more-**

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 deployed in Afghanistan and around the world. **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. **COAST** was 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](#)'s (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 sporting goods stores, automotive stores, home centers, hardware stores, and suppliers, professional outlets, and numerous online retailers. For more information call 800-426-5858 or visit [www.coastportland.com](http://www.coastportland.com).



– END –