



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 Introduces New POLYSTEEL Flashlights at National Hardware Show

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

PORTLAND, OR, April 20, 2014 – [COAST Products](#), known for producing high-quality innovative flashlights, will introduce their latest achievement at this year's National Hardware Show ([NHS](#)). The new COAST POLYSTEEL™ flashlight line includes an array of incredibly bright, resilient and durable flashlights that are built to work in any environment. Their unique design uses a stainless steel core to protect the light's technology, which is then encased with a very durable, easy to grip polymer body.

COAST will exhibit the POLYSTEEL flashlights and a wide variety of LED flashlights, headlamps, lanterns, knives and multi-tools during the NHS – at [Booth 6437](#) from May 6-8 in the Las Vegas Convention Center. 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 PS14 LED Flashlight

-more-

POLYSTEEL – Durable, Incredibly Tough for Any Project or Environment

Leading the POLYSTEEL line up are three all new LED flashlights – PS5, PS7 and PS14. They each feature COAST's patented **Pure Beam™ Focusing System** – with proprietary optics that produce a pure, bright consistency across the entire beam; whether it is the Bulls-Eye Spot mode or Ultra View Flood Beam mode. They boast high light outputs and are equipped with Coast's **Twist Focus** light control. By combining high performance flashlight technology and innovation with a brand new, state-of-the-art production process, COAST has exceeded its own exceptional quality and durability standards.

Each home improvement enthusiast, construction worker, builder or remodeler requires a robust flashlight that can battle through the toughest elements, so COAST's POLYSTEEL flashlights are designed to withstand daily use in even the harshest project environments. Engineered for lasting quality, the 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.



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.

David Brands, President of COAST remarked, “The new POLYSTEEL flashlights continue COAST's pioneering philosophy of constantly innovating and providing superior lighting technology that make the user's job safer and easier, even in the toughest and most challenging project environments. Home improvement enthusiasts worldwide can count on COAST to light the way, whether at a construction jobsite or when working on a weekend warrior DIY project; and these new lights provide unbeatable function, performance and durability at an affordable price.”

The Poly-Steel flashlights are scheduled for shipment in the fall of this year. They are expected to retail for between \$30 - \$50. Follow COAST at one of the social media channels below, or check the COAST website for the latest information.

-more-

COAST Products – A History of Innovation

Well-known for their knives and multi-tools, for nearly 85 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, automotive stores and suppliers, professional outlets, sporting goods stores, and numerous online retailers. For more information call 800-426-5858 or visit www.coastportland.com.



- END -