



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 to Introduce Powerhouse HP314 LED Flashlight at National Hardware Show

**New Long Range Focusing Optic and other high performance features
designed for builders, remodelers, electricians and DIYers**

PORLAND, OR, April 19, 2013 – Last year at the NHS, [COAST Products](#) introduced the **HP21 High Performance LED flashlight**. With over 1,325 lumens of power, a beam distance of more than 320 meters (1,050 feet) and the patented **Pure Beam™ Focusing System**, the HP21 is the ultimate high performance LED flashlight, the choice when only the best and brightest flashlight will do. Now COAST announces the companion to the HP21, the **HP314 LED flashlight**.

COAST will be exhibiting the new HP314, the HP21, the new **HP21R rechargeable**, and a wide array of new flashlights, headlamps, lanterns, knives and multi-tools during the National Hardware Show ([NHS](#)) – at [Booth #6437](#) from May 7-9 in the Las Vegas Convention Center. COAST 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 hardware and home improvement industry.



COAST's New HP314 with Exclusive Long Range Focusing Optic

The HP314 shares many characteristics and features with the HP 21, but instead of Pure Beam Focusing, it showcases COAST's all-new **Long Range Focusing Optic**. With light output of 1,132 lumens, powered by only 4 D-cell alkaline batteries, the HP314 can shine a bright spot up to 683 meters (2,240 feet) – that's over a third of a mile!

-more-

Long Range Focusing Optics – Another Breakthrough from COAST

Many COAST flashlights, including the HP21 and the new HP21R rechargeable, feature COAST's patented **Pure Beam™ Focusing System**, with proprietary optics that produce a pure, bright consistency across the entire beam whether in the Bulls-Eye Spot Beam mode or the Ultra View Flood Beam mode.

For large construction projects, jobsite security and inspection jobs that require a beam with the longest possible distance, COAST has responded with the all-new Long Range Focusing Optic, that is built into the HP314, as well as the **HP7R** and **HP5R** which also will be introduced at the NHS. With the new optics, these lights deliver a bright, intense X-Range Spot Beam at far distances, while still offering a consistent circle of light in the Broad View Flood Beam mode. Like all of COAST's High Performance lights, the new HP314 is built tough; with an impact-resistant, water-resistant, lightweight aluminum casing that resists rust and corrosion.

The HP314 includes **Slide Focus**, another first from COAST that lets users focus the flashlight by sliding the front bezel forward or back. It also has the ingenious, COAST-exclusive **Cyclone™ Heat Sink System** that decreases heat buildup, facilitates maximum light output and increases LED lifespan.

A quick cycle switch lets users select between a high output setting to over 1,130 lumens, a high powered strobe mode, or a low output of approximately 95 lumens. Just four D-cell batteries provide high power for more than four hours, and low power for up to 190 hours. A rubber bezel ring increases the ease of focusing the beam. The Long Range Focusing Optics produces a focused spot with a maximum beam distance of 683 meters (2,240 feet). The HP314 also features unbreakable LEDs and a rubberized O-ring for reliable water resistance and durability. Like all COAST products, the HP314 is backed by a lifetime guarantee against defects in materials and workmanship.

The HP314 comes with a carrying case and a shoulder strap. It is another outstanding product, with more ground-breaking advances that have made COAST the industry's premier manufacturer of high performance LED lights.

Both the HP314 and the HP21R are available now for shipments. Check the [COAST web site](#) or follow COAST at one of the social media channels below for the latest information.

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, professional outlets, sporting goods stores, automotive stores and suppliers, and numerous online retailers. For more information call 800-426-5858 or visit www.coastportland.com.



– END –