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COAST Showcases New POLYSTEEL Flashlights at Outdoor Retailer Summer Market

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

PORTLAND, OR, July 15, 2014 – With a reputation for producing high-quality innovative flashlights that set industry standards, [COAST Products](#) displays their latest lights at this year's Outdoor Retailer Summer Market ([OR](#)). The new POLYSTEELTM flashlight line includes an array of incredibly bright, waterproof and durable flashlights that are built to work in any environment. Their unique design uses a stainless steel core to provide unmatched strength, 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 Outdoor Retailer Show– at [Booth 28045](#) from August 6-9 in Salt Lake City, Utah at the Salt Palace Convention Center. Their products offer advanced quality and innovation, the latest patented and proprietary features and technology, and are perfect for every camper, backpacker, hiker or outdoor enthusiast.



COAST's New POLYSTEEL 600 LED Flashlight

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POLYSTEEL – Durable, Incredibly Tough for Any Project or Environment

Leading the POLYSTEEL line up are three all new LED flashlights – POLYSTEEL 200, POLYSTEEL 400 and POLYSTEEL 600. 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 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: 579 (High), 187 (Medium), 55 (Low)
- Run Time: 2 hours 15 minutes (High), 5 hours 30 minutes (Med), 13 hours 45 minutes (Low)
- Beam Distance: 261 feet (High), 148 feet (Med), 82 feet (Low)
- Submersible: IPX8 – 3 meters for duration of 6 hours
- Battery: 4x AA model

Specs for the POLYSTEEL 200 and 400 will be available soon.

Each outdoor enthusiast, camper, backpacker or hiker requires a robust flashlight that can battle through the toughest elements. 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.

Ideal for Every Day, Heavy-Duty Use

The perfect addition to any outdoor gear bag, 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 environments. Outdoor enthusiasts worldwide can count on COAST to light the way, whether camping, hiking, or enjoying a variety of outdoor activities or when working at a remote site; and these new lights provide unbeatable function, performance and durability at an affordable price.”

The POLYSTEEL 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.

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



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