

New Snowplow Feature Provides Cutting-Edge Safety

New snowplow safety products could save lives

November 26, 2009 (FPRC) -- Edgeolite a company with a mission to keep people safer on the roads, is excited to announce a new safety product -- the Edge-O-Lite(TM) -- a snowplow reflector designed so drivers can easily identify blade edges and avoid accidents.

Auto collisions with snowplows account for large insurance payouts and are costly to states, cities and towns. More importantly, injuries, property damage and even fatalities may occur.

When vehicles attempt to pass a snowplow, a common accident caused by catching the outer edge of the blade, may result. Or, the car is forced to veer off the road at the last minute, often ending up in an injurious or fatal crash.

'The Edge-O-Lite is made to increase the efficiency and safety of snowplow clearance operations,' Antoinette Donofrio, company spokesperson, said. 'Lives and money can be saved.'

State, government and transportation safety agencies are continually searching for ways to make roads safer. Many have invested in comprehensive safety research programs, analysis projects, and collision avoidance studies to discover and implement new ways to make roads and people safer.

The Edge-O-Lite (<http://www.EdgeOLite.com>) is designed to increase the visibility of oncoming drivers and to decrease collisions. Highly visible reflectors illuminate the outer edge of the snowplow blades to allow for safe passage in hazardous winter driving conditions and to reduce deadly crashes.

The reflectors allow drivers to evaluate, in a timely manner, how far away they are or need to be for proper blade clearance.

When installed on the edge of a snowplow's blade, the innovatively-designed Edge-O-Lite(TM) attracts the oncoming car's headlights and reflects the light back to the driver, clearly lighting the blade's edge.

The product is highly visible and durable. It is designed to withstand harsh winter weather, is salt resistant, and easily installed.

'It's a low-cost solution for a serious problem,' Donofrio said. 'It also could reduce the stress of the snowplow driver by providing a higher level of safety.'

For more information on the Edge-O-Lite(TM), or to order online, visit: <http://www.EdgeOLite.com>, or call 888-857-2337; 888-85-SAFER.

Contact Information

For more information contact tommy dee of edgeolite (<http://www.edgeolite.com>)

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