

**FOR IMMEDIATE RELEASE**

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## COAST to Introduce New LED Flashlights, Knives and Multi-Tools at National Hardware Show

**Patented features, game-changing innovation and manufacturing excellence on display. Completely new products in all categories – NHS Booth #7854.**

**PORTLAND, OR, April 6, 2012** – In June of 2011 [COAST Products](#) began upgrading every product in its product line-up. At this year's NHS, May 1-3, everyone can see the stunning results of that effort – at **Booth #7854** – as COAST introduces its all-new LED flashlights, knives and multi-tools to retailers and media.

These products offer new levels of quality and innovation, with the very latest patented and proprietary features and technology, perfect for every outlet from the largest big box to one-store operations.

### **Not Just Brighter – Better**

COAST set out last year to design and build the best LED flashlights available, just as feature rich and dependable for everyday users as they are for the many law enforcement, fire and rescue and military customers who praise COAST's products. If the enthusiastic endorsements the lights have received so far – from many reviewers and even more customers – are any indication, they have succeeded.

**See What You've Been Missing** – The sleek, powerful [HP7 High Performance](#) flashlight includes many next-generation optics, and patented, proprietary LED innovations that only COAST can offer.



[HP7](#) LED flashlight - 251 lumens, 640 feet

Housed in a rugged 5.5 inch aluminum casing, the HP7 projects 251 lumens of brilliant light using just four AAA alkaline batteries (included). It has a runtime of up to 10 hours and a beam distance of 196 meters (643 feet). And it's attractively priced with a \$70 MSRP.

The HP7 and most new COAST LED flashlights include high-tech advances like the following exclusives:

- **Pure Beam<sup>TM</sup> Focusing** – COAST's patent-pending optics produces a pure, bright consistency across the entire beam; whether you want the tightest spot or widest flood of light.

**–more–**

- **Fingertip Speed Focus Control™** – Another first from COAST, keep one hand free while focusing the flashlight with just a thumb or finger – by sliding the front bezel forward or back.
- **Beam Lock™ System** – Lock the light into the precise beam size for a task, from focused spot beam to broad flood beam – with just a twist of the front bezel.
- **Cyclone™ Heat Sink System** – Ingenious COAST exclusive. A cylindrical aluminum pedestal sits below the LEDs and decreases heat buildup – facilitating maximum light output and increasing LED lifespan.

At the NHS, COAST will also be demonstrating its powerhouse [HP21 High Performance](#) LED flashlight. It can light up a football field, with an astounding 1,317 lumens, a range up to 260 meters (850 feet) and high, low and strobe modes – powered with just four D-cell alkaline batteries. The HP21 is the ultimate high performance LED flashlight, the choice when only the best and brightest flashlight will do. The compact HP7 is easy to carry, with the light output and runtime that’s needed by those who rely on their light every day. And they’re just two of a complete line of COAST LED lights.



[HL7](#) LED headlamp – 6 to 76 hour runtime



[HP21](#) LED flashlight – 1,317 lumens, 850-foot beam

## Headlamps and Emergency Area Lights

Having both hands free *and* bright light on a project is a good thing. The [HL7](#) LED headlamp has a large power switch and easy-to-grip, focusing bezel, so it’s a snap to turn on and adjust, even if you’re wearing gloves. A dimming function adjusts light output to the perfect level for every project. COAST also makes a full line of emergency LED lighting, including the new [EAL 20](#) lantern that has white light, solid red and flashing red functions, and can provide lighting for up to 100 hours with just four D-cell batteries.

## The Real Cutting Edge

It’s an over-used metaphor to say a product is on the “cutting edge” of innovation. But new, [Rapid Response®](#) blade-assist knives from COAST permit the term to apply, both literally and figuratively. These top-quality folders are part of a line-up of premium knives that COAST will exhibit at the NHS. With patented ease-of-use and safety features – and amazingly affordable prices –these knives set new standards that won’t be matched anytime soon.



[Rapid Response®](#) knife – patented blade-assist, patented double-lock safety

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Designed by world-renowned custom knife maker Ron Lake, the Rapid Response folders may be the best blade-assist knives ever manufactured. The completely re-imagined Blade Assist Technology system is unlike anything ever made before, with a roller-cam built into the blade that the assisting spring rides on. Just give the thumb stud a nudge and the blade snaps to attention, fast and effortlessly.

Rapid Response knives provide a new level of safety too. COAST's patented Max-Lock™ system completely secures the blade when it is closed, and double locks the blade when it is open. Built to last a lifetime, these knives have fiberglass-filled nylon handles for maximum strength, a perfect hand fit and great looks. Heat-treated, stainless-steel liners make the knives very strong and corrosion resistant, while the open-frame design lowers weight and makes cleaning easy. The Rapid Response blade is finely crafted from 400-series stainless steel that's rigorously tested to ensure top-quality heat treatment, and each blade is tested for sharpness too. They have ambidextrous thumb studs and pocket clips that are easily reversed to the other side of the handle or removed.

Rapid Response knives are available in 3-inch and 3.9-inch blade lengths, which close to 4 and 5 inches, respectively. Both blade lengths are available with a full-edge satin/glass-beaded finish, or with a black blade that's partially serrated. Retail price for the longer knife is around \$40; the shorter one is about \$35.

The **2-LED Pro Pocket Pliers** multi-tool is an example of a best-selling hardware-aisle staple that COAST has redesigned from top to bottom. Bright LED lights are precisely positioned to light up the very tip of the knife edge and the point of the pliers, making hundreds of jobs easier, safer and faster to do.

Only 4 inches closed, the Pro Pocket Pliers uniquely provides access to nearly all its practical tools without opening the pliers. Those pliers are spring-assisted for effortless, one-hand operation. There's quality usually found only in much more expensive tools – like 400-series stainless, open-frame construction; a full-sized, partially serrated blade; and comfortable sure-grip handles.



**Pro Pocket Pliers** – spring-assisted, 2 LEDs

Once professionals and DIYers see how many uses there are for this practical tool, they'll want to have more than one. And at under \$50 retail, the Pro Pocket Pliers is affordable for almost anyone.

“At the NHS we'll have outstanding, completely new products in every category, at prices that are right for the industry,” said David Brands, COAST president. “We've been making top quality knives for more than 90 years, and the new knives are unquestionably the best we've ever produced and possibly the best on the market today. All our new professional lights, led by the HP21 and the HP7, have improved light output and optical quality, the two most important factors in the performance of flashlights and headlamps.”

### COAST Products – A History of Innovation

Well-known for their premium knives and multi-tools, over the past decade COAST skyrocketed from zero market share to a market leader in premium LED flashlights by 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 consumer retailers, dealers and home centers including Home Depot, Lowe's, Ace Hardware, Do it Best, True Value, Amazon.com and others. For more information call 800-426-5858 or visit [www.coastportland.com](http://www.coastportland.com).



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