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A 'bright' idea set to change uniforms

Whereas most workwear uses reflective tapes to enable workers to be seen on dark roads late at night, Deane Apparel's collection will have the added benefit of photo-luminescent lighting panels that glow in complete darkness for over three hours after only ten minutes' exposure to light.

Deane Apparel is delighted with the technology. "With so much attention given to the safety and well-being of workers, being able to provide an additional safety function such as 'glow in the dark' strips will mean yet another level of visibility for those working at night," says Deane Apparel's chief executive, Richard Thumath.



Photo-luminescent panels within the apparel will glow in complete darkness

"The response so far has been incredible, with interest from uniform buyers within ambulance services, police units, fire brigades and emergency crews, tarmac crew and general roadside workers too," says sales and marketing manager, Corey Mulligan.

Not only do the outfits light up at night, making wearers stand out well before car headlights shine on reflective tapes or neon fabrics, they are also extremely user-friendly. "There are many illuminating products out there that require wires, batteries, even solar panels to create night-time lighting," Mr Mulligan explains. "The beauty about photo-luminescence is that the garments just need to be exposed to light, and will then glow on their own until recharged again. The products are even fully washable too, with the photo-luminescence being permanently encapsulated into the coating and lasting well beyond the life of the product."

Energlo-coated fabrics have already met with considerable market success, with major international brands such as Quiksilver, North Face, Spyder, SOS, Insport, Vaude and Sprayway launching energlo outerwear for the Winter 08/09 season in Europe, Asia and North America.

Deane Apparel's 'glow in the dark' safety wear will be available for the winter in Australia and New Zealand.

For further information, visit www.deane-apparel.co.nz

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