

🕒 05 March 2019, 15:41 (CET)

Bookman Urban Visibility focuses on safety and usability with their latest wearable light clip

Originally cycling specific Swedish manufacturer is now also illuminating runners and walkers



Amsterdam, Februari 2019 - The Swedish company, Bookman Urban Visibility designs and manufactures visibility accessories for cyclists, runners and pedestrians. As one of the most vulnerable people in traffic and the ever growing popularity of outdoor fitness and cycle commuting, it is more important than ever to be seen.

Yearly, thousands of accidents are reported where runners and pedestrians get hit by cars. The main reason being lack of visibility. A lot of people aren't aware of the importance of being visible when going for a walk or run. While bright and white coloured clothes are better than black clothes, wearable lights and reflectors increase your visibility much more. The safety-conscious brand has combined the traditions of minimalistic and functional Scandinavian design, innovative technology and usability in their products. This has resulted in highly effective products that are also aesthetically pleasing.

"Safety doesn't have to be boring. We're on a mission to save lives and make everyone visible in traffic. And to achieve that, our belief is that we need to create products that people genuinely love to use."

— Victor Kabo

The simply shaped Eclipse is a powerful rechargeable light, that can be clipped on for visibility and safety in traffic and urban outdoor activities. The compact and lightweight light clips to any bag or garment and is equipped with both white and red LEDs. It can be switched for front mount (white light) and back mount (red light). Eclipse is available in black, grey and pink and can be purchased on Bookman's [website](#).



Tech Specs

- Super bright, Water resistant, Rechargeable
- LEDs: 3x white LEDs, 2x red LEDs
- Battery: Rechargeable Lithium Polymer 180mAh 3.7V
- Runtime: 60 hours
- Charging time 1.5 hours from flat
- Package content: 1x Eclipse, 1x Micro USB cable
- Size: Diameter 3,5 cm
- Price: €29/ \$32/ £25

About Bookman Urban Visibility

David Axelsson and Victor Kabo met while studying industrial engineering and management at Linköping University. When discussing business concept in 2007, it came to their attention that the entire college faculty was cycling around campus and town without adequate lights. Their solution? A local traffic safety campaign called Studentlyset (The Student's Light), where they handed out free bike lights at the university. This soon evolved into a nation-wide visibility drive, providing over 50,000 lights to students.

Axelsson and Kabo moved to Stockholm in 2011 and started Bookman. Their first products created were colourful, minimalistic and functional lights for the urban cyclist and design enthusiasts. Later in 2018 Bookman became Bookman Urban Visibility. This is a clear reflection of its expanding mission: making sure everyone is visible and safe in traffic without sacrificing their style. Their goal is to make cities safer by making urban visibility desirable. Bookman is known for their high quality bicycle accessories with top notch design, selling at premium retailers such as Moma, Selfridges and Nous Paris.

Swedish designed bicycle lights and reflectors for visibility



BOOKMAN (@bookman)



Press kit - Bookman Urban Visibility



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