

Presse Press

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Staying visible to stay safe on the way to school: Scout Exklusiv Safety Light illuminated by Osram

Osram fits Scout schoolbag with active integrated LED lighting

The LED module, developed by Osram specifically for Scout, makes it easy for road users to see children – no matter whether they are walking or cycling. Especially when the days get shorter in fall, the flashing LED solution integrated into the face of the schoolbag offers greater road safety on the way to school.

“With active lighting, we want to make a significant contribution to greater safety through visibility, whether it’s at work, in leisure activities or on the way to school”, says Hans-Joachim Schwabe, CEO Specialty Lighting at Osram, explaining the joint project with Scout. “After supporting manufacturers of safety vests, we are now supporting the Steinmann Group, another strong partner pursuing this goal together with us”. Thomas Prechtel, Managing Director of the Steinmann Group, to which the Scout brand belongs, added: “Scout has always been a pioneering brand, and that includes the safety aspect. We are delighted to be launching the Scout Safety Light, a schoolbag that makes children visible without the need for any other light source – and its active lighting is perfectly integrated in the design of the schoolbag.” The LED light guides miniaturized by Osram specifically for Scout are neatly incorporated in the front piping and are visible only when the light is switched on.

With the new Scout Exklusiv Safety Light on their backs, children attract attention quickly in poor weather conditions, at dusk and in the dark. Mounted on the face of the schoolbag, the LED modules are always there and cannot be lost because they are fully integrated into the design. The safety light is easy to use with its on/off button so that even little ones can operate it on their own. Compared to the popular reflective strips on clothing and schoolbags that reflect the light captured from vehicle headlights, the safety lights from Osram actively flash, making drivers aware of the presence of a child much sooner.

The Scout Exklusiv Safety Light works without batteries – thanks to the built-in rechargeable power bank with a charge status indicator that can also be used as a flashlight.

Schoolbags with integrated LED modules are available from specialist retailers in “Power Car” and “Silver Swan” designs in the limited Scout Exklusiv edition. There is a choice of Scout Sunny and Scout Alpha models – each in a set consisting of a sports bag, 23-piece case and pencil case at the recommended price of 279.90 and 289.90 euros respectively.



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Bild: Steinmann Gruppe



Compared to the popular reflective strips the safety lights from Osram flash actively.
Bild: Steinmann Gruppe

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ABOUT OSRAM

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 26,400 employees worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at www.osram.com

ABOUT SCOUT

Scout is a brand of the Steinmann Group based in Nuremberg. Scout is acknowledged as the inventor of modern schoolbags. In 1975, it replaced the heavy and cumbersome leather satchels with bright, lightweight models equipped with innovative safety features. To date, more than 11 million German schoolchildren have made their way to and from school with a Scout schoolbag. Since its inception, the brand has continually presented new developments, won multiple Red Dot Design Awards, has been a regular winner in tests carried out by German consumer association Stiftung Warentest, and most recently was the winner in a comparison test organized by the ÖKO-TEST magazine (4/2017). All the current Scout models have the seal of quality from AGR, an organization that promotes healthy posture, and are recommended to consumers as spine-friendly. For more information go to www.scout-schulranzen.de