



*outdoor products division of S. H. Pierce & Co.*

21 Wormwood St. #215  
Boston, MA 02210 USA

617 338 2222 phone  
[www.kayalu.com](http://www.kayalu.com)  
[mail@kayalu.com](mailto:mail@kayalu.com)

## **FOR IMMEDIATE RELEASE**

Contact: Steve Hollinger

Phone: 617 338-2222

Steve at [kayalu.com](http://kayalu.com)

Press release and hires images: <http://www.kayalu.com/press>

### **KAYALU INTRODUCES KAYALITE-SUP™ LIGHT FOR STAND-UP PADDLEBOARDS**

***High-visibility light features patented mounting system and SUP leash plug clip***

(Boston, MA — March 1, 2016) Kayalu Gear is now shipping the Kayalite-SUP, a portable, 360° high-visibility light for stand-up paddleboards. Capable of recovering from a rollover in shallow surf or direct impact, the Kayalite-SUP represents a significant improvement over existing portable SUP night visibility solutions. Kayalu has been granted two U.S. patents for technology incorporated into the Kayalite-SUP.

“Reliability at night, through unforeseen events, was a critical objective of our engineering process,” said Kayalu President Steve Hollinger. “The Kayalite-SUP light is loss-proof, unsinkable and virtually indestructible —qualities our testing on Boston Harbor proved invaluable after dark.”

In operation, the Kayalite-SUP user fastens its “SUP-Clip” to the cross-bar recessed within a SUP’s leash plug. The SUP-Clip, manufactured of high-strength nylon, is compatible with leash plugs found on most adult-size SUPs and can share the leash plug with an existing leash. If the SUP lacks an available leash plug, the Kayalite-SUP can be secured to any point of attachment on deck such as an FCS fin plug, D-ring, deck loop or taut bungee.

A tensioning cable within the Kayalite-SUP’s core ensures that the light’s mast stays upright, flexing upon impact to prevent snapping or detaching. To provide additional stability, a resilient foam base adapts to contours and imperfections while protecting the deck surface from scratches.

Kayalu partnered with Tektite Industries Inc. (Trenton, NJ) to incorporate a bright white LED marker light into the Kayalite-SUP, featuring a 10,000-hour lamp life, operable for 200 hours on the three AA batteries (included). The Kayalite-SUP light's white diffusion lens was developed in a year-long collaboration between Kayalu, Tektite and Yak Attack, LLC (Burkeville, VA).

The Kayalite-SUP is constructed of high-impact ABS and Lexan, marine-grade hardware and a saltwater resistant nylon-coated shock cord. The Kayalite-SUP is buoyant, and submersible to 1,000 feet (300m) below sea level. The Kayalite-SUP light meets USCG and SOLAS regulations for lighting of vessels under oars including SUP, kayak, surfski, sit-on-top (SOT), scull and canoe.

The Kayalite-SUP is available from Kayalu and authorized Kayalu resellers at a suggested retail price of \$59.95. All Kayalu products carry a 30-day guarantee and one-year warranty.

###

Kayalu Gear is the outdoor products division of S. H. Pierce & Co. (Boston, MA). Kayalite, Kayalite-SUP, SUP-Clip, Secure-Attach and the Kayalu logo are trademarks of Kayalu Gear. Kayalite-SUP incorporates technology of U.S. patents #8,651,440, #8,814,111. SUP-Clip is patent-pending. Kayalu patented Secure-Attach™ mounting systems are available under license for consumer and industrial applications.