



NIGHT SAFETY



Night Activities



SUPERB WALL PAPER

See at night,
and be hands free



Target Market

- Individuals who like to go out during the night
- Runners, Hikers, and dog walkers
- Fitness Lifestyle
- Active lifestyle
- \$65,000+

Description Needs

- Offers night runners the chance to be hands free and to be able to see with clear/bright LED lights to help lead the way
- Offers the consumer the ability to adjust the safety vest to their perfect size
- Makes runners highly visible to vehicles during the night time

Competitive Products

- Headlamp's: 7% of headlamps are made of LED lights, expected to hit 21% in 2020
- Reflective Clothing
- Reflective Accessories

SWOT Analysis

<p>Strengths</p> <p>Visible during the night</p> <p>Hands Free</p>	<p>Weaknesses</p> <p>Competitors are offering similar products</p>
<p>Opportunities</p> <p>Battery life</p>	<p>Threats</p> <p>Lifetime of lights</p> <p>Major competitors are selling similar products</p>

Market Potential

- Average age of 40 years old
- 64.8% (Females) 55.% (Males) are frequent runners, four nights a week
- Interested in health, growing at a 3.4% from 2016-2021.
- Personal protective Equipment revenue growth at 7.3%

Product Concepts

- Hands Free
- One Size fits all
- Affordable
- Trendy light up vest for the night time
- LED lights
- Light weight



Design Sheet

DESIGN SHEET

Page 1

Company Name: Night Safety

GARMENT INFORMATION

Address: 5000 7th St SW

Address: Philadelphia, PA19112-1495

Phone: 215-555-5500

Fax: 215-555-5519

Group Name: Style#CLO09

Colorway: 8

Classification: Safety

Season: Any

Label: Harness Light

Fabric Content: 100% nylon, 100% neoprene, plastic clips

Style#CLO09

Description:

One size fits all, hands-free lighted harness

Sketch:





Illustration Sheet

Illustration:



Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Heavy Nylon Webbing Strap	60.5"	One Size	TBD	
China				
Neoprene	4.5" x 5.5" (2)	One size	TBD	
China				
Date Created: 3/8/2017	Date Modified:	Date Released:	Designer's Initials:	

Fabric Sheet

Company Name: Night Safety		GARMENT INFORMATION		
Address: 5000 7 th St SW		Group Name: Style#CLO09		
Address: Philadelphia, PA19112-1495		Colorway: 8		
Phone: 215-555-5500		Classification: Safety		
Fax: 215-555-5519		Season: Any		
		Label: Harness Light		
		Fabric Content: 100% nylon, 100% neoprene, plastic clips		
		Style#CLO09		
Sketch:		Swatch:		
Fabric Information	Style#/Width	Size Ranges	Delivery Date	Comments
Heavy Nylon Webbing Strap	60.5" x 1"	One size	TBD	
<u>Tongxiang Tenghui Textiles Co., Ltd.</u>				
China				
Neoprene Fabric	4.5" x 5.5"	One size	TBD	
Clear vinyl	4.5" x 5.5"	One Size	TBD	
Date Created: 3/8/2017	Date Modified:	Date Released:	Designer's Initials:	

Component Sheet

Item-Vendor- Code-Origin	Content	Size-Quantity Unit of Measure	Location	Color	Comments
Body <u>Tongxiang Tenghui</u> Textiles Co., Ltd. China	Heavy Nylon Webbing Strap	60.6"	Harness Straps	black	
Neoprene China	Neoprene fabric	5.5" x 4.5"	Harness pocket	black	Front/back
Thread China	100% polyester	5 <u>yds</u>	All construction	black	
Plastic Clasps China	Plastic	3 (2 Pieces)	Chest, shoulder straps	black	
Plastic Tri-glides	Plastic	3	Harness Straps	black	For making adjustable loop

Label/Packaging Sheet

Item-Vendor Code-Origin	Content	Size-Quantity- Unit of Measure	Location	Color	Comments
Content Tag <u>Aliexpress, China</u>	100% Polyester	1 per garment Gross Measure	On back pocket in seam	White	Pull From Stock
Packaging box	Paper cardboard	1 per unit		Multi with barcode	Made to order- Color, size and price coded
Date Created: 3/8/2017		Date Modified:		Date Released:	

Construction Sheet

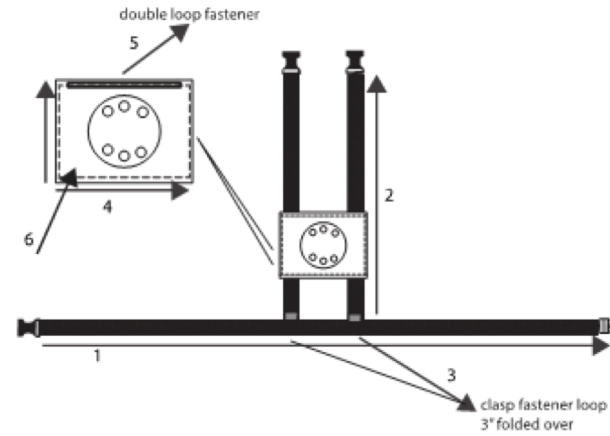
Operation		Comments
Pocket Assembly		One piece neoprene as bottom, clear vinyl as top <u>serged</u> together leaving open at top for Velcro application as closure. 6" strap attached to back with one side open with Velcro closure for ability to attach and detach.
Harness Assembly		Chest strap constructed with tri glide clip for adjusting. Clasp closures attached to each end for ability to close.
Shoulder strap assembly		One side clasp attached to chest strap with 2.25" looped strap (see sample) x2. Shoulder straps constructed with tri glide clip for adjusting with receiving end of clasp attached with loop to back side of chest strap (see sample)
Seam Allowances		Placement
width	none	all harness construction

Approved By:

Comments: see sample for stitching placement and pocket construction

Spec Sheet

Technical Design:



SPEC SHEET 2			Page 9
Code	Point of Measure	TOL +/-	One Size
1	33"	.25"	
2	27.5"	.25"	
3	3"	.25"	
4	(H)4.5" x (W)5.5"	0	
5	4.5"	.25"	
6	(H)4.5" x (W)5.5"	0	

Works Cited

<http://www.hoovers.com/industry-facts.sporting-goods-stores.1551.html>

<https://www.runningguru.com/EventDemographics.asp?ID=460&eID=18369>

<http://www.prnewswire.com/news-releases/automotive-lighting-market-size-worth-301-billion-in-2016-531961691.html>