

PENDAC

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Introducing the New Reflector Standard: EN17353

As of August 2023, all new reflectors must comply with the updated EN17353 standard. Key changes include:

- **New Package Markings:** Packages must now instruct users to wear two reflectors for 360-degree visibility. Additionally, packaging must include details of the responsible operator, the Declaration of Conformity, and third-party certification, ensuring greater transparency and accountability in the supply chain. These markings are now an essential part of compliance.
- **Regulated Fixing Mechanism:** The attachment mechanism for hanging reflectors must now be a minimum of 10 cm in length.

Softreflector OÜ products are fully certified and compliant with this new standard. For more information, please contact us.

100% PVC-Free Reflectors

Our new collection is completely PVC-free, marking a significant step forward in sustainability. The products maintain high reflective quality and are CE-EN17353 compliant.

Why Choose TPU?

- **Eco-Friendly:** TPU production avoids harmful chemicals, unlike PVC, making it a more sustainable choice. Our TPU reflectors are rigorously tested and found free from all 211 substances identified in ECHA SVHC 19.2021. They are also flame-tested and PVC-free.
- **Durability:** TPU is highly durable, more resistant to wear and tear, and offers a more natural, elegant feel. It extends product lifespan, supporting sustainability.
- **Recycling:** Unlike PVC, TPU can be processed as waste for energy production.

PACKING

All of our paper is FSC® certified and recycled when possible.

What We Can Make For You

- » Hanging Reflectors
- » Zip Pulls[®]
- » Loop Straps[®]
- » Dog Collar Tags[®]
- » Magnet Brooches
- » TPU Reflectors[®]
- » Slap Wraps
- » Lace Accessories[®]
- » Stickers[®]
- » Plastic Parking Meters
- » Sticker Parking Meters
- » Microfibre screen cleaners



In today's world, gifting has become more meaningful and intentional. Customers now expect gifts that offer real value—not in terms of price, but in purpose. A gift should be practical, useful, and relevant—something that won't end up in the trash.

That's why a reflector makes the perfect promotional item, but it comes with a unique responsibility: it needs to work. A good reflector is practical, versatile, and appeals to everyone, from top executives to entry-level employees. This is a gift that people will use, not discard.







Loop Straps: Our Most Popular Innovation

Nearly 20 years ago, we invented the Loop Strap, and though its journey began slowly, it has proven that truly exceptional products will always stand out.

Combining sophistication with practicality, the Loop Strap is a testament to thoughtful design and enduring quality.





Sustainable Packaging: Elevating Products and Gifts to the Next Level

Sustainability is more than just a buzzword for us—it's a commitment. We prioritize eco-friendly practices in everything we do, starting with our packaging. By using only paper from sustainable sources, we ensure that our packaging not only protects your product but also protects the environment.

Our sustainable packaging reflects our dedication to quality and responsibility, adding an extra touch of care and sophistication to every product and gift. It's a small change that makes a big impact, demonstrating that thoughtful choices can elevate the entire experience.



The perception of reflectors has evolved dramatically in recent years. Once seen as a mere giveaway item or something only children needed, they have now become essential for adults who recognize the importance of visibility and safety. Today, every sensible person wears a reflector during outdoor activities—it's become a natural part of our routine.

But reflectors are no longer just functional; they have become a fashion statement. With the right creativity, they can be both stylish and safe.

Softreflector has led this transformation for over 20 years. Always ahead of the curve, we've invested time, resources, and expertise into reimagining the industry—paving the way for innovative, high-quality reflectors that are as fashionable as they are functional.





Like a cat with 9 lives, safety gives us all
a second chance—protect yours with
Softreflector.

Sustainability at the Core

At Softreflector, we believe that producing sustainably is not just possible—it's essential. That's why we have developed sustainable TPU reflectors, designed to offer both performance and eco-friendliness.





Choose TPU reflectors for a smarter, more sustainable future—because it's possible to create safety without compromising the environment.





Deliciously Safe: Food-Themed Reflectors

Add a fun twist to safety with our food-themed reflectors! From vibrant fruits to tempting treats, these playful designs not only catch the eye but also keep you visible. Perfect for brands looking to stand out, our food reflectors make safety look good enough to eat!





NEW design!

Clear Branding Area Features non-reflective sections on both sides, perfect for printing your logo with high visibility and clarity.

Certified Safety Fully certified, ensuring reliable performance and safety standards.

Sophisticated and Practical Design

A simple yet elegant design that combines functionality with style.





Cut Reflectors: A Unique Blend of Style and Safety

The Cut Reflectors are truly one-of-a-kind. These reflectors seamlessly blend with your outerwear as the logo is precisely cut out, allowing it to become a natural part of your design.









Happiness is Time with Your Family

The best moments are those spent with loved ones.

At Softreflector, we help make those moments safer with products that keep you visible and protected, so you can focus on what truly matters—being together with family.







Reflective.
Lace Accessories

TOPAUTO

TOPAUTO

Innovation Rooted in Attention to Detail

At Softreflector, we believe that every detail matters. Our meticulous approach and deep understanding of our customers' needs drive us to create innovative solutions that go beyond expectations. Whether it's refining existing designs or inventing entirely new products, we are constantly pushing boundaries to provide the best for our clients.



Our dedication to problem-solving has led us to develop numerous unique products, many of which are protected by patents. This commitment not only safeguards our innovations but also gives us a distinct advantage, allowing us to offer cutting-edge solutions that others simply can't.



A man with short brown hair and a serious expression stands in a sun-dappled forest. He is wearing a tan, knee-length coat with a wide collar and a matching belt. A white reflective band is wrapped around his upper left arm. He has his arms crossed over his chest. He is also wearing blue jeans and a red and white patterned shirt. The background is a dense forest with tall trees and green foliage.

The Iconic Reflective Safety Accessory

The Slap Wrap is an iconic product, originally created in the 70s as the first reflective pedestrian safety item.







Effortlessly practical and stylish, our high-quality Slap Wrap is perfect for any occasion—from cycling, running, and walking to complementing a formal coat.

Loved by people of all genders and ages, it's the go-to accessory for safety and style.



Innovative Logo Pressing for Maximum Visibility

In some cases, we employ an advanced technique where we press, rather than print, the logo onto our products. This method offers a unique advantage: in low-light or dark conditions, the pressed areas stand out as they do not reflect light, ensuring the logo remains highly visible when it matters most.

This specialized process allows us to create larger products, as we adhere strictly to the CE-EN17353 safety standard, which requires specific dimensions to guarantee effectiveness and compliance. By using this technique, we not only meet industry regulations but also enhance the functionality and safety of our products while maintaining a sleek, professional appearance.







Dog Collar Tags for Enhanced Safety

Dog collar tags are essential for ensuring pets' safety during early morning or evening walks, especially near traffic. These tags offer increased visibility, making them a valuable addition for pet owners in low-light conditions.

Perfect as a promotional giveaway for the pet industry, including pharmacies, veterinarians, pet shops, salons, and more. Custom shapes and packaging are available to meet your brand's unique needs.







Reflective Magnets Versatile, Stylish, and Practical

Our reflective magnets easily attach to any outfit or accessory—perfect for coats without zippers, bags, or formal attire.

Like a brooch, they provide both safety and style, and can be conveniently stored in your pocket when indoors. A sleek solution for visibility without compromising elegance.



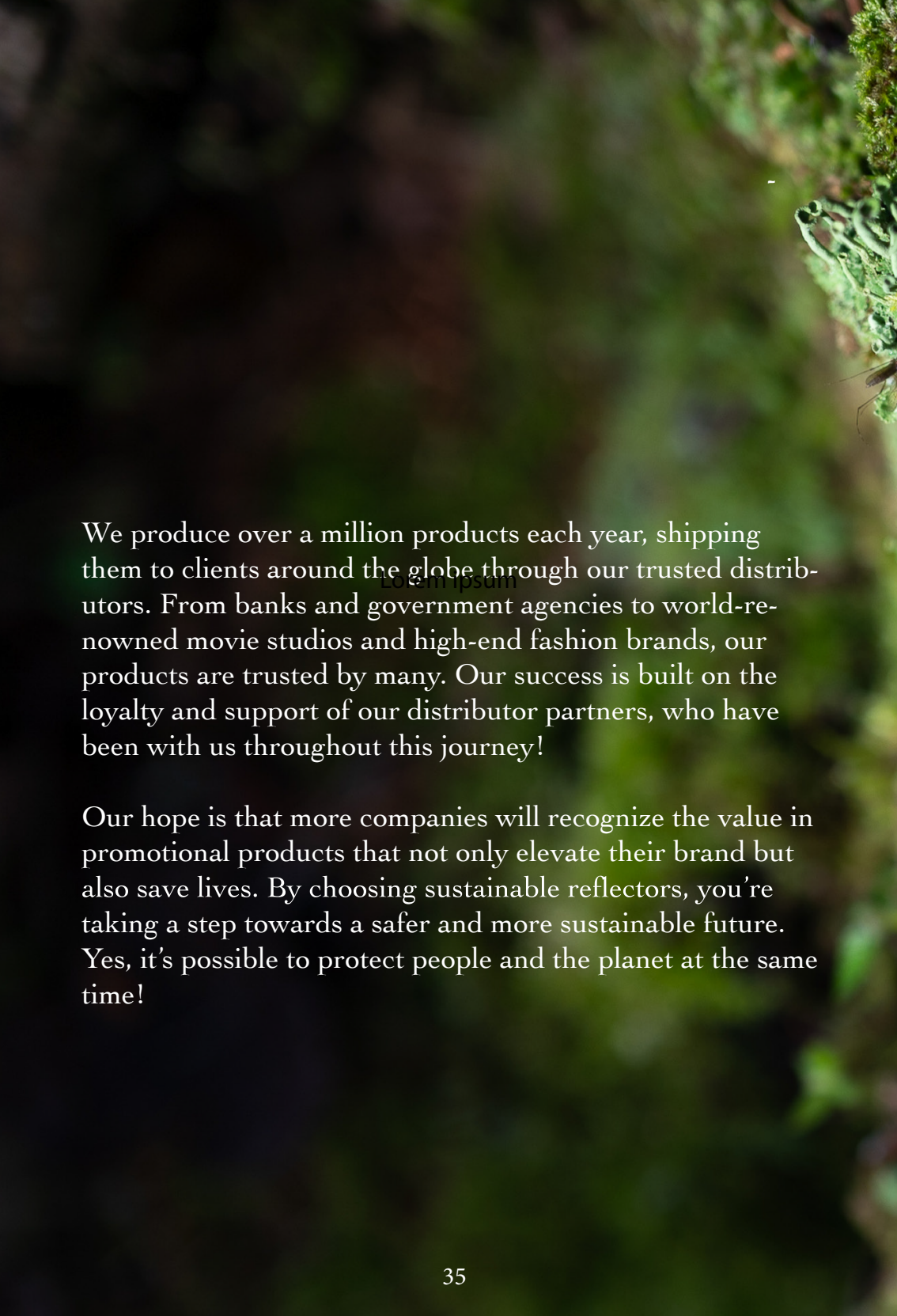


Custom Parking Meters Tailored to Your Needs

We specialize in creating customized parking meters on a daily basis, offering flexible solutions to fit any brand.

Choose from 3 material options—durable stickers, high-quality plastic or recycled paperboard—depending on your specific requirements.





We produce over a million products each year, shipping them to clients around the globe through our trusted distributors. From banks and government agencies to world-renowned movie studios and high-end fashion brands, our products are trusted by many. Our success is built on the loyalty and support of our distributor partners, who have been with us throughout this journey!

Our hope is that more companies will recognize the value in promotional products that not only elevate their brand but also save lives. By choosing sustainable reflectors, you're taking a step towards a safer and more sustainable future. Yes, it's possible to protect people and the planet at the same time!

PENDAC
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