

## FOR IMMEDIATE RELEASE



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### **RUseeN Reflective Clothing Acquires Breakthrough Technology to Produce Customized Reflective Apparel**

Reading, PA – (4-Jan-11) **RUseeN Reflective Apparel, LLC** of Reading, PA – specializing in [reflective safety clothing and apparel for runners, walkers, joggers and bikers](#) – recently purchased a new machine that utilizes breakthrough manufacturing technology. This machine enables the company to quickly produce a wide variety of customized reflective items at its Reading, PA facility that will help customers uniquely promote their own organizations while promoting safety.

“We are excited about this new acquisition and the variety of distinctive possibilities that it presents for our customers,” said owner Jill Gallen. “Having this advanced technology gives RUseeN Reflective Apparel the in-house ability to produce customized reflective depictions of customer’s logos, emblems and custom messages, and apply them directly to nearly any garment using heat, time and pressure technology.

“This technology opens a wide variety of possible campaigns for athletic clubs, sports teams, bike and running shops, and others that want to capitalize on a unique marketing opportunity to promote safety after dark while promoting their organization.”

According to Gallen, the new machine is the Mimaki FX130 plotter / cutter system that was developed with the breakthrough technology of the photo-electric eye sensor. This machine is reportedly capable of making even the most complicated contour cuts with extreme speed and precision that older cutters cannot. The optical sensor enables automatic, consecutive detection of crop marks in combination with the automatic adjustment function to obtain precise contour cutting.

Adding the new unlimited line of customized items to RUseeN’s already unique and fashionable product line of [hi-visibility reflective shirts, vests, gloves, hats, sash, ribbons](#) and other specialty items, will certainly reflect well on the company and promote them to be clearly seen in the industry.

#### **ABOUT RUseeN**

**RUseeN Reflective Apparel, LLC** has been manufacturing hi-visibility, reflective and protective clothing for the emergency service, construction and municipal industries for more than 30 years. The owners of RUseeN have combined their years of manufacturing knowledge and experiences with their outdoor-fitness passions for running, bicycling and fitness walking, to create a reflective product line that is fun, fashionable and safe.

For additional information on **RUseeN Reflective Apparel, LLC**, visit [www.RUseeN.com](http://www.RUseeN.com) or call (610) 777-1288.

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