



Company Name: Fenixlight Limited

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FROM A SMALL BEGINNING TO AN INDUSTRY GIANT

Forced retirement was what led to the foundation of Fenix. The company chairman, Mr Karrass Su, after having been forced to retire from his job at the time, decided not to let this setback ruin his life, and together with a few shareholders started an online shop that sold outdoor sport products, including flashlights.



Mr Karrass Su, chairman of Fenixlight

The Chinese people have a saying: Improvement roots from dissatisfaction, and the establishment of Fenixlight Limited also roots from dissatisfaction. This group of young men, passionate about high quality illumination tools, grew increasingly dissatisfied with the amount of mediocre flashlights available in the market – inferior tools with substandard construction and poor attention to detail. They decided to set out and make world class illumination tools, and sought the help of a group of professional engineers who could head their machining, electronics and design departments. Together these men founded Fenixlight Limited.

They started experimenting with ideas and available products, and in 2005 rocked the world with the Fenix L1+ flashlight.



The one that started it all, the 2005 LD1+

This only strengthened the resolution of the shareholders of developing and focusing on exquisite products. Since then Fenix won numerous awards and acclaims with new innovations through the years, not only in the field of flashlights, but also other fields of illuminating tools. That first AA powered flashlight opened up a new era of high quality and high-intensity handheld lights. Since that time Fenix actively started entering the global markets, and since 2010 Fenix products are being sold in more than 100 countries.



Mr Su is also a keen mountaineer, hence his love for sporting accessories and illuminating tools.

To celebrate the foundation and 15 years of success and achievement of Fenix (short for Fenixlight), a ceremony was held recently during which some new products were announced, and where guests from all around the globe got to share their success stories with others. (Read more about these successes on the Fenix website.) Some of the announced products are:

1. The **TK47**

Dual purpose long-range flashlight, Fenix's 1st flashlight with a CREE XHP35HI LED, innovatively fitted with a multi-functional taillight. A deep metal reflection cup allows the LED to throw the beam up to 700 m. A diffused tail light, fitted with white and red LED's, operating independently, aids in reading, camping and distress signalling.



Max 1300 Lumens

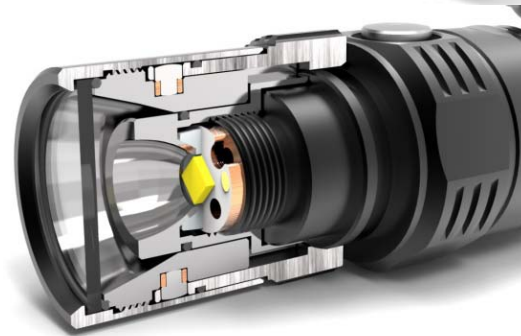
2. The **FD30**

Fitted with a dual reflector optical system. A 360 degrees rotary focusing ring allows rotation of the flashlight head for a choice between spot- and floodlight. Two operational switches, a

tactical tail switch and a functional stainless steel side switch. Beam distance 200 m, and a 76 degrees beam angle.



Max 900 Lumens



Cross-section draw

3. The **FD41**

A revolving ring, infinitely adjustable flashlight that allows you to change between spot and floodlight by rotating the said ring. Operation of the flashlight is by means of two switches – a tactical tail switch for switching on/off the light, and a functional stainless steel side switch, mostly for mode selection.



Max 900 Lumens

4. The **TK20R**

A micro USB rechargeable flashlight with dual layered body structure, designed for tactical use. Compact and hardy, and with inner waterproofing treatment, it will withstand extremely rough and tough handling. A strobe function can help you escape from potentially dangerous situations, and for those tactical applications the 4 output levels are ideal.



Max 1000 Lumens

5. The **HL60R Camo**

Featuring all the same functions as the normal black **HL60R**, only with a different colour, this will not look out of place next to your uniform. A convenient micro USB charging port makes for easy charging when the battery eventually gives out, but until then it lights up the road ahead up to 116 m with its very bright 950 lumens. The neutral white LED allows for better colour rendering during your nightly exercises, and the built-in red LED's allow movement without disturbing others.



Max 950 Lumens

For more information about Fenix and any of its products, be sure and visit the Fenix booth, nr 4059, where many of the products are on display.

Fenix is an outdoor sport illuminating tool manufacturer, specialising in high-end flashlights, bicycle lights, headlamps, camping lanterns and accessories, located in Shenzhen, China. Its aim is focused on outdoor sport and tactical application, while also serving the hunting and camping enthusiasts.

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