

PELICAN ProGear™



Red Night Vision Light



Blue Night Vision Light



High/Low White Light



Introducing

PELICAN™ 2370 LED FLASHLIGHT

Get Dialed In.

Rotating three way magnetic selector ring
for multi-colored light.



USA

Pelican Products, Inc.
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CANADA

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INTRODUCING THE 2370 LED FLASHLIGHT NIGHT VISION RED OR BLUE AND BRIGHT WHITE LIGHT



Our most sophisticated aerospace grade aluminum flashlight, Pelican's new 2370 LED flashlight functions as 3 lights in one.

A rotating magnetic dial changes between bright white light and night vision red or blue light, so the 2370 LED is the only light you need, whether piloting an aircraft or navigating a park trail at night. The anodized aluminum body is strong and light weight while the strengthened steel clip fastens securely to your pocket.

The new 2370 LED: It keeps you dialed in to the action.



Optional Safety
Breakaway Lanyard
(cat # 1916)



Optional Cordura®
Nylon Holster
(cat # 2377)

- Reliable 3 Way Magnetic Selector Ring
for ■ RED or ■ BLUE or ■ WHITE LIGHT
- 2AA batteries (included)
- Lumens 106 (high) / 13 (low)
- Aerospace Grade Aluminum Body
- On/Off/Momentary Tail Switch
- High/Low White



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Cordura® is a registered trademark of INVISTA.

www.PelicanProGear.com





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PRODUCT USP & SELLING TIPS – PELICAN™ 2370 LED FLASHLIGHT

USP: One of the brightest AA multi-purpose lights on the market that features white, red and blue color

- ✓ One of the **brightest multi-purpose lights** (powered by two AA batteries) on the market with **106 lumens of brilliant white light**
- ✓ Multiple light modes as the 2370 LED features **3 colored LEDs**:
 - One high/ one low mode white LED
 - One low mode red LED
 - One low mode blue LED
 - Momentary function in all modes
- ✓ Colored LEDs (red/blue) **preserve night vision** which is useful in multiple applications like reading maps, navigating outdoors without disturbing wildlife and other low level uses
- ✓ Features a selector ring located toward the head of the light to switch between the different color modes. This **selector ring is unique in that it utilizes magnetism** to change colors rather than a contact switch. This is a far superior design as there is **no wear and tear on contact parts and offers superior reliability**
- ✓ Features a **removable clip**
- ✓ Powered by **AA cells** (included) which is very economical
- ✓ Knurling on the body provides a **secure grip**
- ✓ Super bright, long life and impact resistant LED technology
- ✓ Legendary **Pelican lifetime guarantee** backs the light unlike any other competing product



KEY COMPETITORS

- ✓ Surefire® Kroma® Milspec, Surefire A2 Aviator®, Gerber® Recon M-CPL and Coleman® 2000009424

KEY TARGET MARKETS

- ✓ Law Enforcement, Industrial/Commercial, Military, Aviation and Outdoor Enthusiasts

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Coleman is a registered trademark of The Coleman Company, Inc.

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PELICAN™ 2370 LED FLASHLIGHT - COMPETITION SHEET



FEATURES	PELICAN	GERBER®	COLEMAN®	SUREFIRE®	SUREFIRE®
CATALOG NO.	2370	RECON M-CPL	2000009424	KROMA® MILSPEC (K2MS-BK)	A2 LED AVIATOR®
LUMEN VALUE	106 (HIGH) / 13 (LOW) - PER ANSI FL-1 STANDARDS	3 LUMENS	NOT AVAILABLE	50 (HIGH) / 3.4 (LOW)	120 (HIGH) / 10 (LOW)
RUN TIME	3 HOURS 45 MINUTES (HIGH) / 41 HOURS 15 MINUTES (LOW)	16 HOURS	NOT AVAILABLE	1.5 HOURS (HIGH) / 20 HOURS (LOW)	2 HOURS (HIGH) / 15 HOURS (LOW)
WEIGHT W/O BATTERIES	4.9 OZ. / 0.14 KGS	2.2 OZ. / 0.06 KGS	NOT AVAILABLE	5.1 OZ. / 0.14 KGS	4.3 OZ. / 0.12 KGS
TOTAL LENGTH	6.43" / 16.3 CMS	3.31" / 8.4 CMS	NOT AVAILABLE	5.70" / 14.48 CMS	5.40" / 13.71 CMS
WHITE LIGHT SOURCE	LED	LED	LED	LED	LED
ADDITIONAL COLOR LIGHT SOURCES	TWO COLOR LEDS	COLOR LENSES	TWO COLOR LEDS	TWO COLOR AND ONE IR LED	ONE LED (OPTIONAL WHITE OR COLOR)
LIGHT MODES	WHITE (HIGH/LOW), MOMENTARY, RED (LOW), BLUE (LOW)	WHITE / RED / NVIS GREEN / COVERT	WHITE / RED / BLUE	WHITE/ RED / BLUE / IR (ALL HIGH/LOW) MOMENTARY	WHITE (HIGH/LOW), OPTIONAL COLOR (HIGH/LOW) MOMENTARY
FLASHLIGHT BODY TYPE	AEROSPACE GRADE ALUMINUM	ANODIZED ALUMINUM	ANODIZED ALUMINUM	ANODIZED ALUMINUM	ANODIZED ALUMINUM
SELECTOR RING	YES, MAGNETIC	NO	YES, NOT MAGNETIC	YES	NO
SWITCH TYPE	PUSH BUTTON TAIL CAP	TWIST ON/OFF	PUSH BUTTON TAIL CAP	PUSH BUTTON TAIL CAP	PUSH BUTTON TAIL CAP
GUARANTEE	LIFETIME GUARANTEE	LIFETIME WARRANTY	ONE YEAR WARRANTY	LIFETIME WARRANTY	LIFETIME WARRANTY
COLORS	BLACK	BLACK	BLACK	BLACK	BLACK
BATTERY TYPE	2AA	1AA	3AAA	2 CR123A	TWO 123A
MSRP	\$59.95	\$23.99	\$29.99	\$400.00	\$305.00

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FOR IMMEDIATE RELEASE

**PELICAN™ UNVEILS THE VERSATILE
2370 LED MULTI-COLOR FLASHLIGHT**

TORRANCE, CA — June 21, 2012 - For a host of outdoor and tactical situations Pelican Products has developed the **2370 LED** multi-color flashlight.

Designed to work in a variety of environments, the **2370 LED** features the latest LED technology with four operating modes (high and low white as well as night-vision-friendly red and blue). For easy mode change, the flashlight is engineered with a magnetically-actuated selector switch. The switch's lack of mechanical contacts ensures reliability and eliminates wear factors.



Powered by 2 AA batteries (included), its powerful LED provides clean, brilliant light for nearly 4 hours of usable light with a peak output of 106 lumens in high mode. Its low mode (great for close quarter use and battery life extension) shines 13 lumens and runs for more than 41 hours.

Perfect for general use in almost any setting, the **2370 LED** is weather/corrosion resistant, features a CNC machined aerospace-grade aluminum body with a knurled “no slip” grip pattern and an extremely tough, matte black, Type II anodized finish. Weighing in at 6.5 ounces with batteries, the flashlight includes a removable clip for easy pocket transport. Also available is an optional holster and nylon lanyard for more transportation choices.

With an MSRP of \$59.95, the **2370 LED** is also part of the upcoming Pelican ProGear™ consumer product line launch. Like many Pelican products, the flashlight is backed by the company's legendary lifetime guarantee of excellence.

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About Pelican Products

Pelican Products, Inc. is the global leader in design and manufacture of both high-performance protective case solutions and advanced portable lighting systems. Their products are used by professionals in the most demanding markets including firefighters, police, defense / military, aerospace, entertainment, industrial and consumer. Pelican products are designed and built to last a lifetime. The company operates in 19 countries, with 26 offices and five manufacturing facilities across the globe. For more information, visit www.Pelican.com, www.pelicanprogear.com or www.behrmancap.com.

MEDIA CONTACT: Keith Swenson, Pelican Products, kswenson@pelican.com , 310.326.4700



2370 LED FACT SHEET



2370 LED								
CATALOG #	DESCRIPTION	COLOR	PART #	BARCODE #	RETAIL PRICE	P2	P3	P4
2370	2370B,3-LED,2AA-PELICAN	BLACK	023700-0000-110	0019428108861	\$59.95	\$35.97	\$29.98	\$28.18
2377	2377,HOLSTER,2370	BLACK	023700-0703-110	0019428110468	\$10.95	\$6.57	\$5.48	\$5.15
1916	1916,LANYARD KIT,1910/20,2360/70,BLACK	BLACK	1910-303-110	0019428110079	\$4.95	\$2.97	\$2.48	\$2.33



Dear Pelican Customer,

Enclosed is a screen shot of the 2370 LED artwork currently available for download on our Dealer Support Page. Please [CLICK HERE](#) to download the artwork.

If you haven't already, we encourage you to register for a Dealer Support Page username and password. While there you'll find a host of available Marketing tools and materials.

2370 LED



low | high



low | high



low | high



low | high



low | high



low | high



low | high