

Press Release

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HOTTEST PEPPER SPRAY – HOTTEST COLORS!

Security Equipment Corporation's new pink and yellow SABRE pepper spray key chain cases provide additional attractive colors to maximize consumer appeal!

The Back-to-School period is a challenging time for students and parents! Fathers and Mothers experience the consuming worry which accompanies their daughters leaving home for the first time. There are many situations such as walking to and from dark parking lots and across campus at night which cause concern. Living in close proximity to strangers for the first time requires awareness and preparation to help assure her safety. How can parents help increase the safety of their daughters while they are no longer living under the same roof?

Pepper spray is a popular and effective option to help increase safety of college students. The challenge has been providing an attractive self defense spray which individuals will consistently carry. Security Equipment Corporation (SEC) is pleased to introduce SABRE Pink and Yellow key chain pepper spray cases. SEC has offered traditional colors since 1975: black, blue, red, green and purple. Though these colors are popular, marketing research confirms female consumers desire fresh and bright options. SABRE's new pink and yellow options will provide the protection mothers and fathers want, while satisfying the look daughters prefer.



The HC-14 features the SABRE key chain pepper spray with quick key release for immediate accessibility. The quick release attachments helps assure this unit will never be left behind. Simply put your room/car key on the key ring, attach key ring to a book bag, and release to carry in hand while walking between classes or on the way to your car. This compact, practical and well equipped unit fires 8 – 10 feet with approximately 25 shots!

Purchase an attractive SABRE pepper spray which accentuates your daughter's style and increases the likelihood she will have the product available when needed! Let SABRE ease your worries by equipping her with the same protection public safety officers rely on daily.

Since 1975 SEC has produced the most effective line of defense spray products with one thought in mind: When a life is at stake, our products must be effective. For more information about the SABRE HC-14 and other Security Equipment Corporation products, contact Security Equipment Corporation at 330 Sun Valley Circle, Fenton, MO 63026 (800) 325-9568 / (636) 343-0200 Or visit www.sabrered.com • Making Grown Men Cry Since 1975!

Editor's Note: For hi-res digital images, please e-mail dnance@sabre-sabrered.com.

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