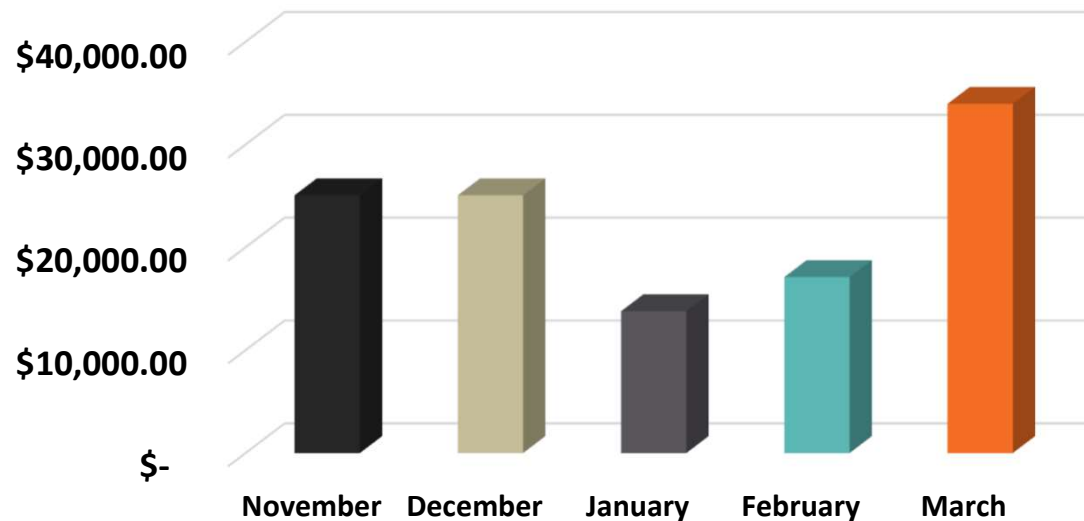


# OIA's Product Spotlight

Product versatility carries high value with outdoor consumers, based on our [ConsumerVue](#) segmentation research, and headlamps are no exception. Hybrid headlamps, which allow for multiple battery options (rechargeable or alkaline) and multiple bulb setups (LED, spot, flood, and red) have taken off in the last few years, according to NPD sales data. Leaving the old alkaline battery powered single bulb units in the dust. With March kicking off camping season in many parts of the country, sales were larger than at Christmas time. Not to mention that March sales alone were up 760% over last year. So if you're looking for something to keep by the register or clip stripped by the camping gear, give hybrid headlamps a try.

### Hybrid Headlamps



\*SMLY – Same Month Last Year