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## Glimmis® Ice Age reflectors nominated for Homey Awards

Popomax AB designs, manufactures and distributes approved reflectors of the highest quality under the Glimmis® brand. All manufacturing takes place in Sweden. During spring 2013 Popomax signed a licensing agreement with Alicom Licensing to produce and distribute reflectors featuring characters from Ice Age throughout the Nordic region. First to appear was Scrat the acorn-crazy squirrel, Diego the tiger and Sid the sloth, who will all contribute to a safer traffic environment for pedestrians.

**The Ice Age Glimmis® reflectors has now been nominated for Homey Awards, Fox Consumer Products awards ceremony where they highlighting successful products and licensees.**

Ice Age Glimmis® are approved reflectors made in Sweden that serve as both life savers in traffic and also as attractive, fun accessories. They are manufactured in reflective material of the highest quality and satisfy all of the safety requirements defined for personal reflectors, which means that they comply with the EN 13356 standard and are CE-approved.

Our intent by offering colourful and cheerful reflectors with familiar characters is to make more people want to use the reflectors and thus be safer in traffic. We work in parallel to provide information about the importance of wearing reflectors, how they save lives, in Sweden and the rest of the world. Being seen saves lives – with a reflector you are visible.

In addition to over one hundred in-house designs on Glimmis reflectors, there are also the licensed figures: Alfie Atkins, Barbapapa, Bolibompa, Brokiga, Fem Myror, Emil, Ice Age, JerryMaya, Pippi Longstocking, Leja Li and the Moomins.

If you want more information, high-resolution photos or to order Ice Age products, please feel free to contact Jessica Mossberg. Tel.: +46 (0)8-755 87 27, Email: [jessica.mossberg@popomax.se](mailto:jessica.mossberg@popomax.se).

