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CAPE CORAL: The city based privately-held corporation, American Light, LLC has introduced Back-Lite(TM) jackets, the first apparel incorporating translucent custom-printed graphics illuminated from behind by thin, flexible light panels, says Back-Lite jacket inventor Gary Shaffer, President of American Light said here on December 16.

The proprietary design features a 16 square inch CeeLite LEC (Light Emitting Capacitor) light panel located inside the back of each jacket, while promotional graphic applications include corporate and team logos, photos and advertising messages in color, 3-D and lenticular motion.

The president clarified that he was thrilled by the reactions received to jackets which has generated at night time sporting events, concerts and nightclubs as the jackets are an effective tool to boost brand awareness or aid in distribution of promotional flyers and product samples.

Further, they are also offered as corporate gifts, since a quick-change graphic feature allows owners to remove and replace graphics at any time and additionally graphics can be printed at home or work on ink-jet printers using store-bought transparency film.

Back-Lite jackets are currently available in stonewashed, blue denim; men's sizes small through XXL; with four light panel shapes: round, oval, square and rectangle.

Back-Lite(TM) apparel is manufactured exclusively by American Light, LLC and they further plans to introduce additional clothing and accessories by early 2007.

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