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YEW Stuff® Introduces POP Lights™

Light Up Halloween Trick or Treat Bags

KATY, Texas – September 27, 2017 – YEW Stuff®, a brand of Igloo Products Corp., is pleased to announce the launch of their new product line, POP Lights™. An innovative line of attention grabbing LED light up water bottles, lunch boxes, and seasonal items will be available to retail buyers in 2017. Additionally, YEW Stuff will launch an extended line of categories in 2018.

Just in time for Halloween, light up the night and be spooky with POP Lights Trick or Treat Bags.



Attention grabbing LEDs light up and frame the front of these spooky Halloween candy tote bags and ensure you are seen while haunting the hood – Choose from Ghostly Graveyard, Pumpkin, or Official Candy Inspector! Seven color settings allow you to show off your favorite color, or you can select color-changing mode. A sturdy, roomy 11.5" wide x 4.0" deep x 13" tall compartment gives you plenty of space to carry all your Halloween goodies and tasty treats. And when you're not using your treat tote, remove the LED panel and use it as a nightlight! 1-hour auto shut off timer helps fresh AAA alkaline batteries (included) last over 40 hours.

Product Features:

- High-efficiency LED lights let you enjoy 40 hours of light up fun before having to replace batteries.
- Halloween bags can hold up to 10 pounds of candy before having to head home to stash it in your secret hiding spot—after mom and dad inspect the goods of course.
- The first round of batteries is on us. Three 1.5V AAA batteries power this LED light system to give you bright, fun glowing action at the push of a button.
- Lights up in 7 different colors (Red, Green, Blue, Yellow, Aqua, Pink, White) and 1 color changing

- cycle. A push of a button runs you through each setting.
- 1-hour auto shutoff timer keeps you glowing longer, while helping fresh alkaline batteries last over 40 hours.
- LED panel is removable and makes an awesome nightlight.

Additional POP Lights products include 14 oz. and 22 oz. water bottles, lunch boxes, holiday stockings, and more. Visit www.yewstuff.com to see what hot new items are coming soon!

About YEW Stuff®

YEW Stuff brings whimsical graphics to innovative products in the sporting goods, hydration and housewares categories, and everywhere in between! Prior to being acquired by Igloo Products Corp. in 2016, owners Benjamin Soto and Brad Blankinship lead design and marketing with backgrounds at Paul Frank, RVCA and Raskullz 3D bike helmets. YEW Stuff brings the fun to everyday items! To learn more about cool new products by YEW Stuff, visit www.yewstuff.com.