

# Albedo100 Reflective Sprays are Keeping Rudolf Safe for Christmas!

Tuesday 1 April, 2014

In a hope to prevent accidents involving Reindeer in Lapland, Finland's Reindeer Herders' Association are spraying the reindeers with Albedo100 Reflective Spray to make them more visible at night.

With Lapland known as the home of Father Christmas, the Rovaniemi district can attract thousands of visitors, especially during the winter months. Anne Ollila, head of the Association, stated that there can be between 3,000 and 5,000 accidents, involving reindeer, each year, which are more deadlier to the reindeer than the driver.

The Association is using two variants of the Albedo100 range. Light Metallic is the permanent spray and this is being used on the antlers, whereas Albedo100 Horse and Pet is being used on the fur as this can be washed out easily. Should this trial prove successful in reducing accidents, Anne wishes to use the spray on the entire region, and on both young and old reindeer, next autumn.

For more information on Albedo100 Reflective Sprays and how this innovative and versatile spray can keep you and your family safe and seen visit [www.albedo100.co.uk](http://www.albedo100.co.uk) or contact Albedo100 UK Ltd on 0113 395 5266.

BBC news review: <http://www.bbc.co.uk/news/blogs-news-from-elsewhere-26244339>

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