

**For Immediate Release:**

**When the Moon Shines, Brands Win:**

**New Shine at Night Fabric Inks Called MoonShine Add Style and Profitability to Apparel and Consumer Products**

(ISS LONG BEACH, BOOTH #559) January 21, 2011-- Today, an international consortium of photoluminescence companies introduce a new line of patented shine at night fabric inks called MoonShine. Using technology and materials originally developed for safety uses, the shine at night fabric inks come in a range of daytime colours that shine in brilliant radiant night-time colours. MoonShine Inks are available for use in fashion; particularly screen printing and consumer products.

“MoonShine Inks have an unlimited potential to add value and new style elements to apparel and consumer products,” said Joe Bloomfield, president of GlowZone, one of the photoluminescent manufacturers behind MoonShine’s development. GlowZone is the world leader in producing illuminating materials and products for the safety market.

“We named the colours after cocktails to give designers the liquid courage to unleash brilliant illuminated creativity. From exclusive boutiques to mainstream brands, MoonShine Inks deliver upmarket chic while increasing profitability for apparel manufacturers,” added Bloomfield.

MoonShine Inks are available in the visible spectrum of colours and have been named for cocktails, including Ruby Cooler, Pink Perfection, Orange Mist, Yellow Bird, Green Haze, Green Eyes, Blue Dream, Violet Hammer, Purple Hooter, and White Russian.

GlowZone teamed up with UK-based Visible 24/7 that has acquired intellectual property and marketing rights to world leading Coloured Photoluminescent Technology (CPL) and manufacturing additives for plastics.

“We teamed with GlowZone due to the extreme high brightness of their additives which when combined with our colour technology is a world-breaking mix,” said Chris Hall, Visible 24/7 Managing Director.

**About GlowZone**

A recognized global industry leader in photoluminescent technology, GlowZone’s years of research, development and manufacturing has led the company to develop and commercialize significant advances in photoluminescent technology. For more information, visit [www.glowzone.com](http://www.glowzone.com)

**About Visible 24/7**

Visible 24/7 is a world leader in the field of materials with the combined properties of bright daytime colours and long lasting photoluminescent shine. It owns the intellectual property and marketing rights to world leading Coloured Photoluminescent Technology (CPL).

For more information visit [www.visible247.com](http://www.visible247.com). For more information about MoonShine Inks USA, please visit [www.moonshineinks.us](http://www.moonshineinks.us)

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