



*Award*

**IDEA Bronze**

## The proverbial 'A-HA'.

A late night walk with 'man's best friend' and a surge of synapses resulted in a product developed by Altitude and licensed to Black & Decker — the 'LeashLight'. Colliding the two items needed to walk the dog at night into a singular elegant form, created a new market opportunity for Black & Decker that became a best seller. The illuminated retractable dog leash gives nighttime dog walkers an added sense of security for them and their pets. The rugged exterior and improved mechanism provide the durability to perform through all types of abuse in a form that only requires one-handed use. Partnering with Altitude on the program enabled Black & Decker to open up and enter new retail channels.