***[ecoological](http://www.ecoological.com/index.html" \t "_blank)*** *Booth #34214*

[***eCOOLogical***](http://www.ecoological.com/index.html)***,*** Newcastle, CA, proudly introduces BRITESHELLz™; a restyle industry first ability to backlight custom or licensed images/logos on a truck’s rear bumper without requiring any modification. Ultra-thin electro-luminescent light panels in combination with BumperShellz™ Truck Bumper Covers draws attention both day AND night! The truck owner can now purchase and easily apply any licensed image/logo window sticker, such as NCAA, NFL, Brands, etc., to the ready-made backlit window. The restyling and advertising options are limitless! 866-300-9606



