



# GRAB & GO CAR BOOSTER SEAT



- 10x
- Icon of a folded piece of fabric
- Icon of a family (two adults and a child)
- Icon of a backpack
- Icon of a car with a family inside
- Icon of a taxi
- Icon of a car with a child seat
- Icon of a suitcase
- Icon of a group of people
- Icon of a family
- Icon of two people



**NATIONAL  
CHILD  
PASSENGER  
SAFETY  
CERTIFICATION**

Certifying Body: **Safe Kids Worldwide**  
 Curriculum by: **NHTSA**

A Program of  
**Safe Kids Worldwide**

In collaboration with:  
**The National CPS Board**  
 Program Sponsor: **State Farm®**

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**Certification Confirmation**

**Jon Sumroy**

**T745824: Certified Technician**

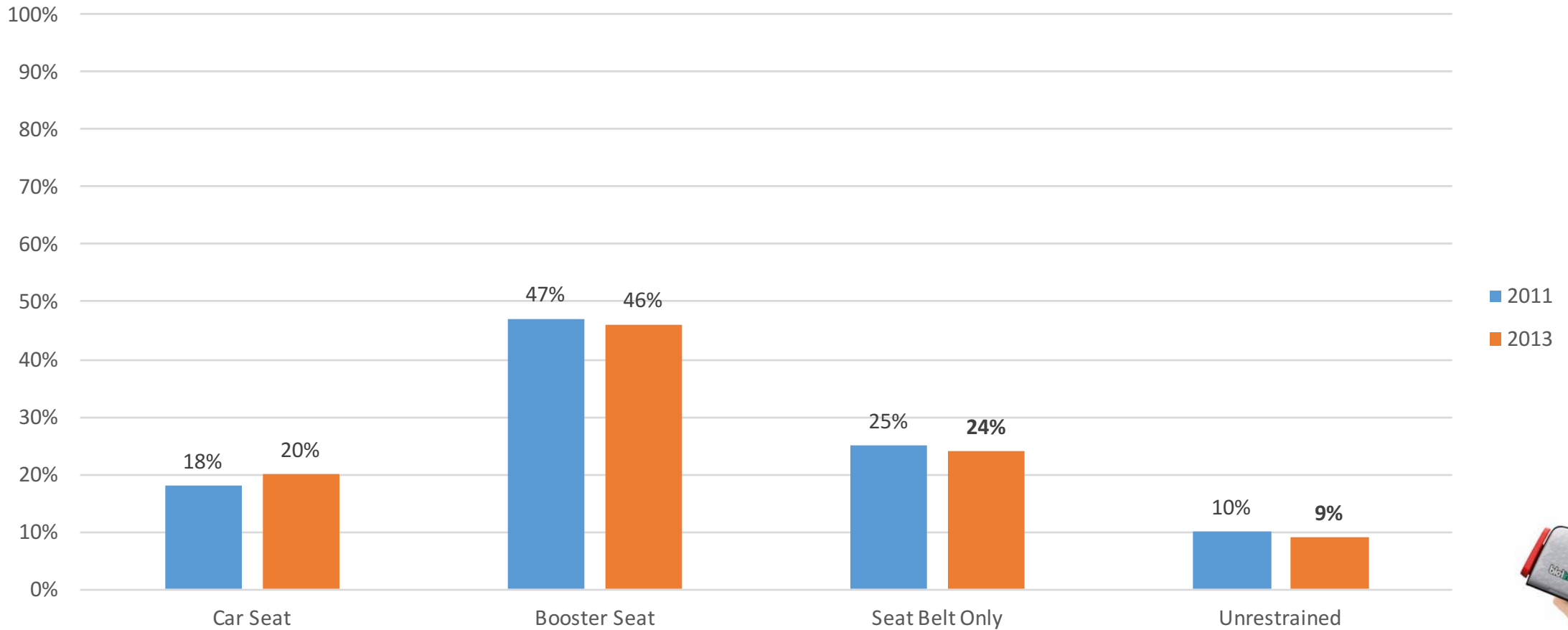
**Valid from 2/10/2016 through 2/9/2018**





# How are kids riding?

Kids ages 4-7: 33% do not ride safely



■ 2011  
■ 2013



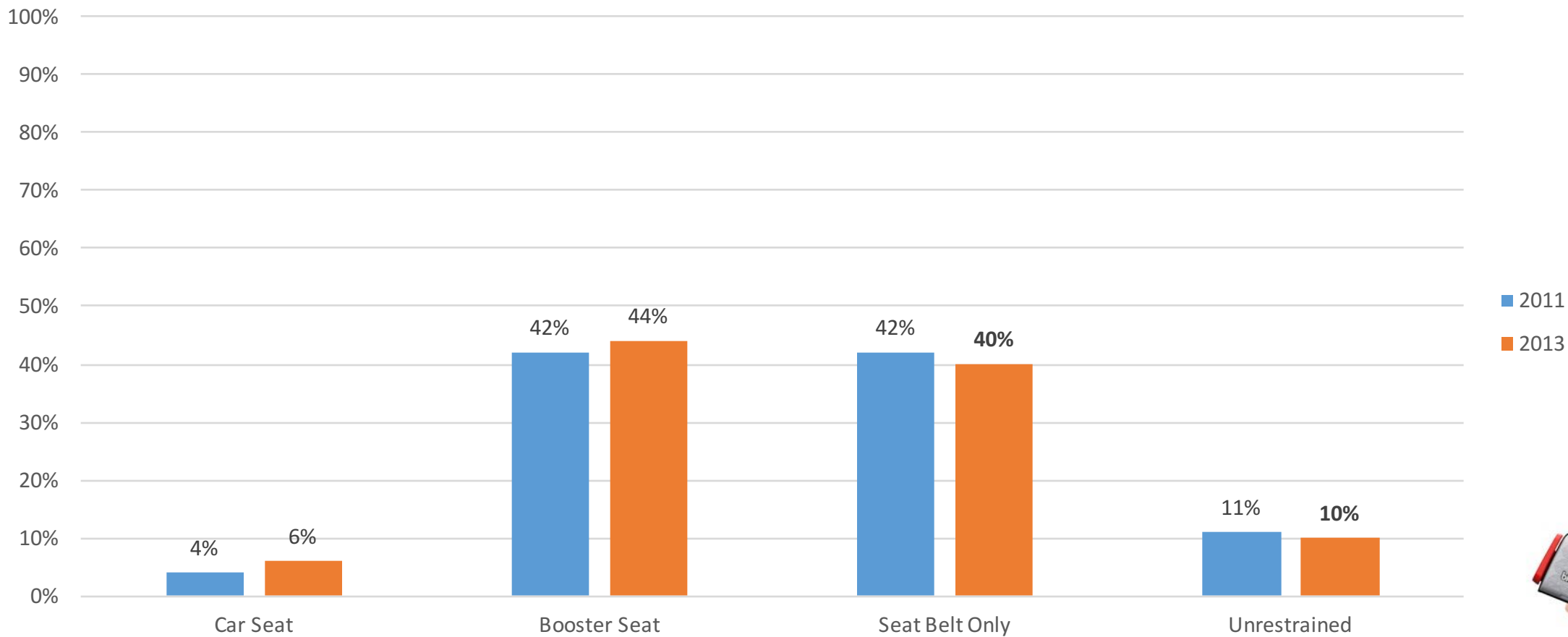
NHTSA (National Highway Traffic Safety Authority) 2014





# How are kids riding?

Subset - kids ages 6 and 7 only: HALF do not ride safely



NHTSA (National Highway Traffic Safety Authority) 2014



10x



# University of Michigan Study



*“booster seat use when carpooling is inconsistent.*

*In fact, among parents who report using a child safety seat, **only half always have their child use a booster seat** when riding with friends who do not have boosters ...*

*... 1 in 5 do not always ask other drivers to use a booster seat for their child.”*



Carpooling and Booster Seats: A National Survey of Parents  
Michelle L. Macy, Sarah J. Clark, Gary L. Freed, Amy T. Butchart, Dianne C. Singer, Comilla Sasson, William J. Meurer and Matthew M. Davis  
*Pediatrics* 2012;129;290; originally published online January 30, 2012;  
DOI: 10.1542/peds.2011-0575



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# Safe Kids Worldwide confirms this

*“Carpools are especially tricky for some parents.*

*Safe Kids found. **One in five parents** whose children carpool say they “**bend the rules**” when they drive, allowing children to ride without belts or without the booster or child restraint they would normally use.*

***Two-thirds of parents** say they notice **other carpool drivers bending the rules, too.***

*What's more, **21 percent of parents of children who carpool at least one day a week** say they rarely or never talk to the other people driving the carpool about the type of restraint their own child uses.”*



Buckle Up Booster Seats  
Safe Kids Worldwide  
September 2014





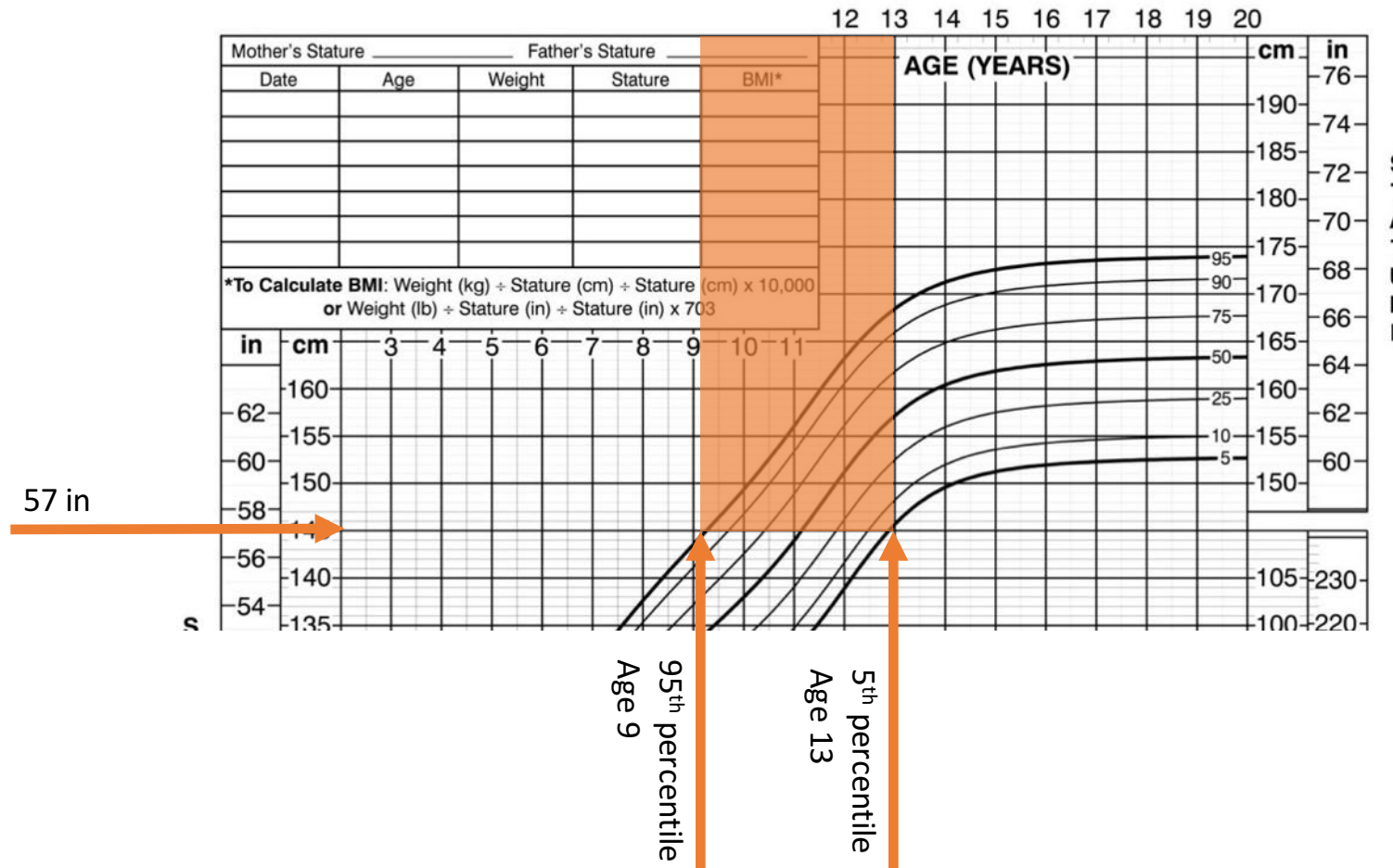
# Who is ready for just a seat belt?

Most kids need a booster seat far beyond age 7

2 to 20 years: Girls  
Stature-for-age and Weight-for-age percentiles

NAME \_\_\_\_\_

RECORD # \_\_\_\_\_





# Who is mifold?

Jon Sumroy, founder

- Father of 4
- International business executive
- 10-years of concept development
- Practical needs for booster availability recognized
- Durability, portability, performance and convenience
- Child passenger safety expertise is crucial





10x



# Our goals from the beginning

- Make the best product possible
- Make it easy to use correctly
- Make it more adjustable for child and vehicle fit
- Work closely with the advocate community
- Make our booster versatile and affordable
- Don't launch it until it is truly ready



10x

# mifold

## GRAB & GO CAR BOOSTER SEAT



10x  
smaller



Just as Safe



10x



This is a regular car booster seat ...



... this is **mifold**

**mifold** is more than 10x smaller than a regular booster and it's just as safe



**mifold**

10x



# Highlights to date

- Consulted with top child restraint experts
- Crash-test and consumer test every step of the way
- Exceed all applicable regulations and best practices
- Excel in belt fit for all common vehicles
- Use innovative business plan to ensure success
- Bring U.S. certification to the entire mifold team



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# We are now Certified CPS Technicians



- U.S. National Standardized CPS Training Program February 2-4, 2016
- Course held in Ra'anana, Israel at our corporate offices



10x



# What is the best booster seat?

- The one that fits your child
- mifold is more adjustable than most boosters
  - The one that fits your vehicle
- mifold is more compatible with vehicle features
  - The one you will use correctly every time
- mifold is easy to use AND portable
  - The one you can afford
- mifold is priced lower than many models



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# Innovative approach



- Head protection
- Abdominal protection
- Neck support
- More adjustable for fit
- Child comfort features
- Compatibility
- Convenience and availability



10x



# mifold the Grab-and-Go booster seat



- To use the mifold, child **MUST**:
  - Be at least: 4 years old
  - Weight between: 40 and 100 lbs
  - Be between: 40 and 57 in. tall
- Discontinue mifold use when:
  - Ears are above seat back or head restraint
  - Child's weight exceeds 100 lbs



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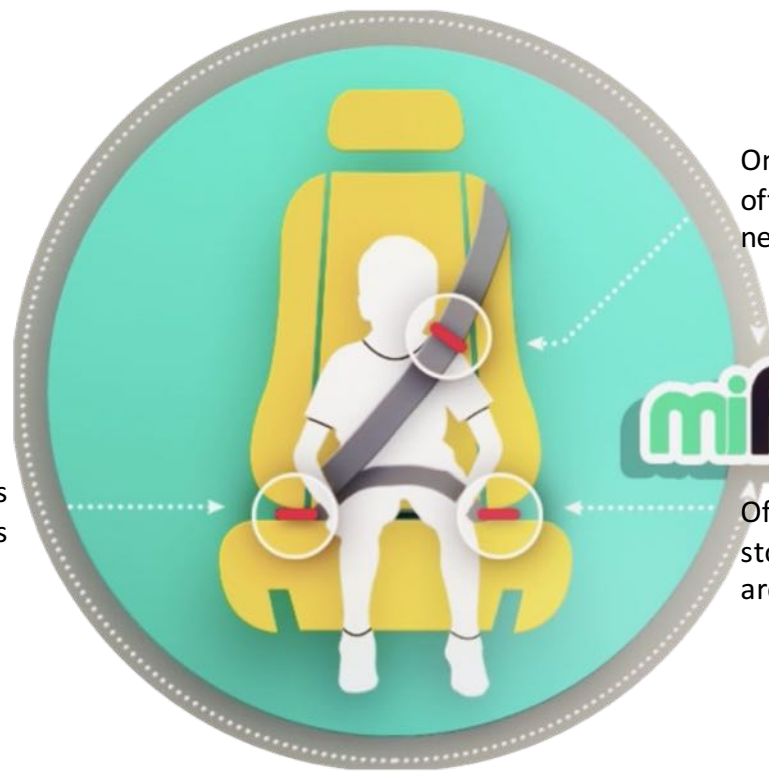
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# How is mifold different from all other boosters



a regular booster lifts a child to be in the position of an adult so the seat belt fits like an adult



On bones of hips

On shoulder, off face and neck



Off delicate stomach area

mifold does the exact opposite ... instead of lifting the child up it holds the seatbelt down with the child seated naturally



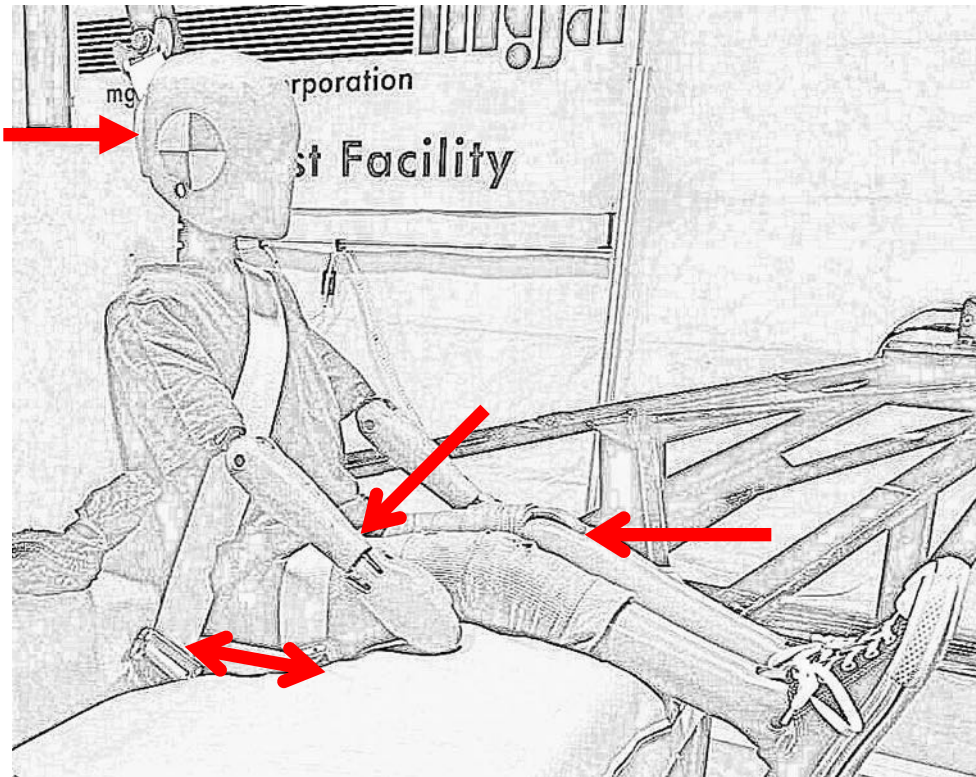
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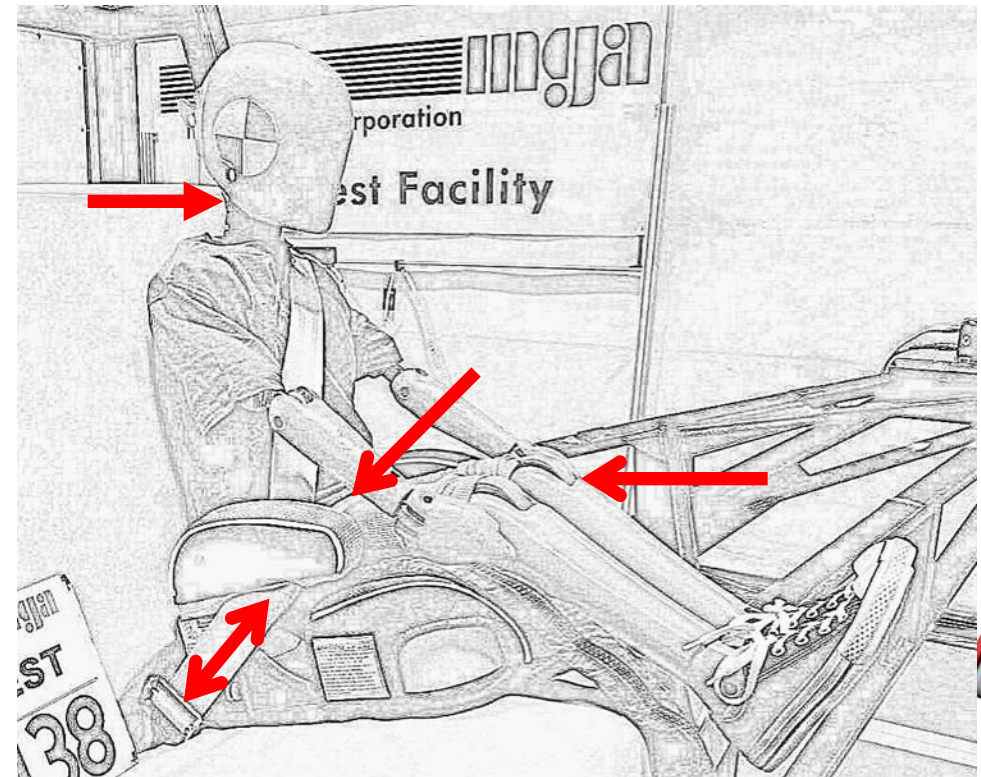
# How else is mifold different



mifold with a 6-year old dummy



Traditional BPB with a 6-year old dummy



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# Size



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# Three width settings



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# Materials



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# Friction fabric



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# Quick clip





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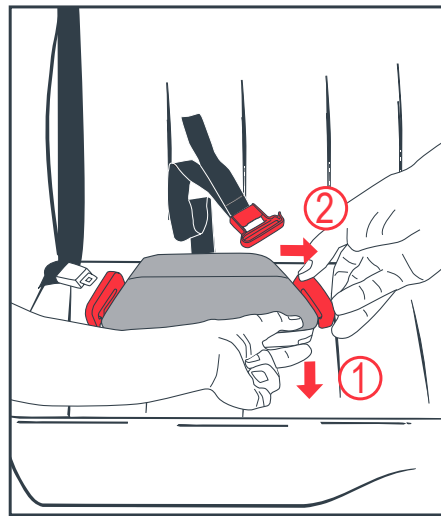
# Width adjustment for a perfect fit



The Lap Belt Guides should be adjusted into the position nearest to, but not touching the sides of the child's thighs.

## To adjust width of Lap Belt Guides:

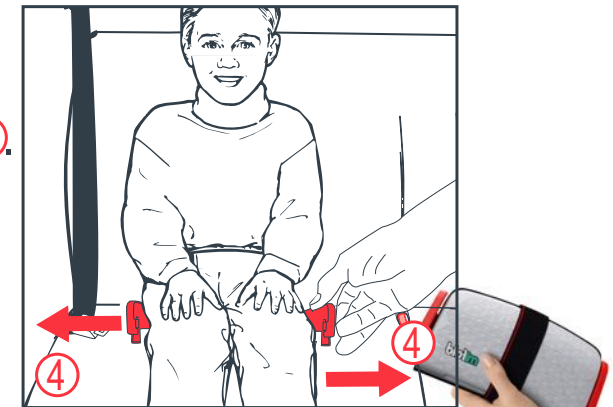
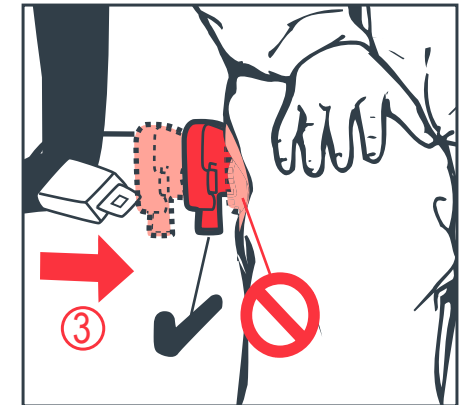
- a. Pull out and hold Lap Belt Guide Adjustment Button ① and slide Lap Belt Guide out to the maximum position ②. Release Lap Belt Guide Adjustment Button.



Repeat on opposite side.

- b. Adjust to fit child.

1. Place Booster Seat with Lap Belt Guides extended on vehicle seat.
2. With child sitting on the Booster Seat, slide Belt Lap Guide into the position nearest to, but not touching child's thigh ③.
3. Pull out on Lap Belt Guide to check it is locked into position ④.
4. Repeat on opposite side.



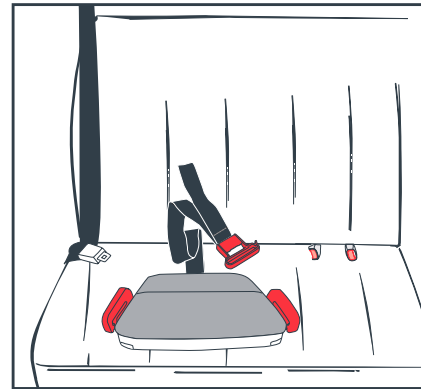
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# Fitting the shoulder belt to the child

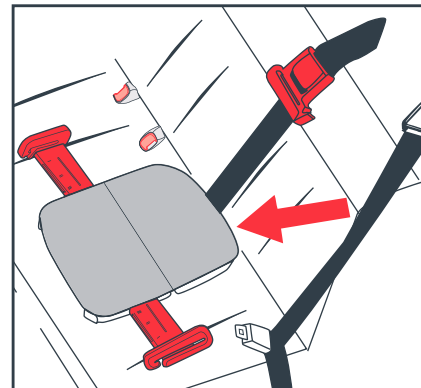


1. Unfold and place Booster Seat on vehicle seat in a seating location that has a Vehicle Lap and Shoulder Belt.

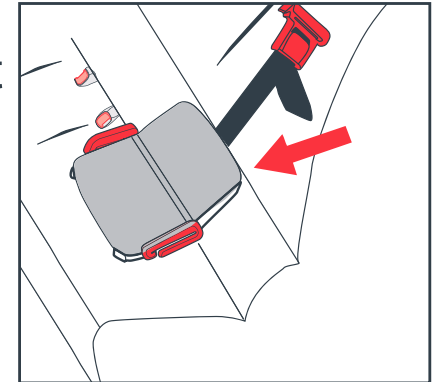


2. Adjust Lap Belt Guides into position for child. See "Preparation For Use" section.

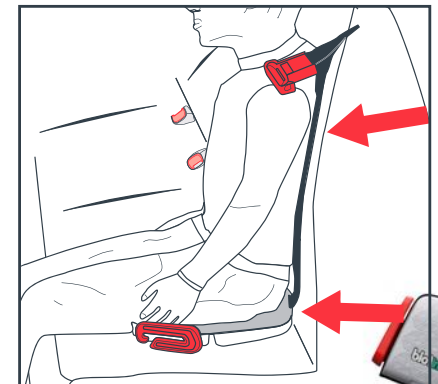
3. Slide Booster Seat back on vehicle seat cushion so that the back of the Booster Seat makes contact with vehicle seat back cushion.



For contoured vehicle seats, position back of Booster Seat on contour and in contact with vehicle seat back.



4. Seat child on the Booster Seat with child's rump and back in contact with the vehicle seat back cushion.



5. Secure child with the Vehicle Lap and Shoulder Belt.



# Order mifold and accessories at: [www.mifold.com](http://www.mifold.com) (prices include shipping for U.S. or Canada)

**mifold Single Pack**  
You will receive one **mifold** at a special price!

**\$39**

Available in all six colors.

**mifold Twin Pack**  
2 is better than 1.  
You will receive two **mifolds** at a special low price.

**\$76**

Available in all five colors.

**mifold Family 3 Pack**  
3 is better than 2.  
You will receive three **mifolds** at a special low price.

**\$108**

Available in all six colors.

**mifold in every car 6 Pack**  
Super parents! You will receive six **mifolds** at a very special low price.

**\$204**

Available in all six colors.

**mifold Designer Carry Bag**  
Custom fit case with easy-clip strap

**\$24**

Available in Slate Gray.




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# Advocate SPECIAL PRICING!

- Single mifold 'training sample'
- **\$33 (a 15% discount)**
- FREE shipping
- **[www.mifold.com/CPS-special](http://www.mifold.com/CPS-special)**
  - Choice of six exciting colors
  - Available to registered CPS technicians
  - Proof of registration required
  - USA only



 Secret Perk

**mifold** Secret Perk Deal  
Exclusive deal for friends of mifold!



Available in all six colors.

**\$33** USD  
~~\$39~~ (15% Off)

**mifold Advocate Special Price**  
Exclusive Offer for Registered Child Passenger Safety Technicians\* - Buy 1 mifold, SAVE 15%! Available 6 colors: We will email you to ask for your color preference at a later time. Free US shipping. \*Please email support@mifold.com with a copy of your valid CPST card to complete your order.

**0 out of 500 claimed**  
**Estimated delivery:** May 2016  
**Ships to:** United States



**mifold**



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