2011 Lifesavers Virtual Conference

Jon Sumroy
• Father of 4
• CEO
• Inventor
• CPST

iiHS Fatality Facts 2019:

Motor Vehicle Crash Deaths Among Children Younger Than 13 - USA

we are living through a personal transportation revolution

car usage not car ownership
Today car seats need to stay with the child, not the car. mifold is more than 10x smaller – just as safe. Comfort for every day, compact for every adventure.

Parents need compact, individual, hygienic portability.

Teaching techs about hifold

Heightless Boosters
Since 2016
how mifold works

The grab-and-go booster seat
The original version. In addition to a regular booster seat

the luxury grab-and-go booster seat
Premium version. Luxury materials, sportier look, a favorite with Dads

the non-folding grab-and-go booster seat
Non-folding version. Low, flat, and designed for taxi fleets

the fit-and-fold highback booster seat
The most adjustable highback booster ever – and it folds!

mifold has created a complete range of innovative products

mifold grab-and-go backless booster seat

Introducing
the all-new and improved
mifold Comfort

Ten Improvements
1. CompactComfort™ seat cushion
2. Mountain ridge shell design
3. QuickClip™
4. High performance grip pads
5. Tidy storage clip
6. Label free sublimated strap
7. New range of colours
8. Globally regulated
9. Transparent retail pack
10. Recycled/recyclable eCommerce pack

the all-new and improved mifold Comfort
new CompactComfort™ seat cushion
3x thicker, more padded and cushioned seat with rounded edges – so thick, it’s literally bursting with comfort™
...even more comfort for longer journeys and everyday use

"mountain ridge" shell
modern, dynamic and exciting updated look

anti-slip grip pads™
high performance friction pad inserts designed to reduce movement on the vehicle seat

new range of colors
charcoal grey
royal purple
ocean blue
QuickClip™ shoulder belt clip
now even easier to attach with a simple one-handed action
accurate shoulder strap adjustment for children of all sizes

modern shoulder belt strap
smooth sublimation printed strap, with a new
dynamic design and integrated printed instructions, without sew-on labels

new mifold is bursting with comfort ... ...and cannot close!

tidy storage clip
storage clip on the end of the shoulder belt guide strap, secures the strap and holds the seat closed

the all-new and improved mifold grab-and-go booster seat
grip pads
mountain ridge shell design
CompactComfort™ seat cushion
modern shoulder belt strap
new range of colors
QuickClip™
tidy storage clip

mifold Comfort™ – summary sheet
• Use mifold Comfort
  • Once a child has outgrown their car seat with a five point harness
  • Minimum age 4 years old and above
  • Globally regulated:
    • Weight of child - 40 pounds to 100 pounds
    • Height of child – 40” to 59”

• Discontinue mifold use when:
  • Ears are above seat back or head restraint
  • Child’s weight exceeds 100lbs

• Useful Life
  • 7-years from date of manufacture
hifold is the world's most adjustable highback booster

- 9 height
- 3 head width
- 3 body width
- 3 hip width

a total of 243 different configurations!
hifold has one of the broadest height and weight ranges

Age: 4 year old +  
Weight: 40lbs to 100lbs  
Height: 40" to 59"

Use only with a child that has outgrown their car seat with a 5-point harness and can sit in the booster seat properly for the entire duration of each trip.

7-years from date of manufacture

Use only with a child that has outgrown their car seat with a 5-point harness and can sit in the booster seat properly for the entire duration of each trip.

If your child will not remain seated properly, your child should use a child restraint with 5-point harness.

“Outgrown” means the child’s weight or height exceeds the use limits for the car seat.

“Sitting properly” means the child must:
• remain seated without slouching under lap belt
• moving shoulder belt under arm or behind back, or
• leaning forward or sideways moving out of position so the vehicle belt remains properly positioned.
Multi-fold system for storage and portability

The most complex highback booster ever

- Everything adjusts
- Everything folds
- Whereas a typical child restraint has 20/50/100 components ....
  .... hifold has nearly 500 components

https://mifold.info/Making-hifold-YouTube

hifold is compliant with almost all global booster seat regulations.

Wherever you buy hifold, you can take it on your travels and use it nearly everywhere!

- 7-year useful life from date of manufacture
- Manual under seat cover
- Registration card for US
- Instruction videos and FAQ on www.mifold.com
Range and accessories

Racing Red

Slate grey

Storage bag
$10

Clip-on-cup holder
$14

1,000,000 mifold seats sold in 150 countries in 4 years

Worldwide

a child restraint - for every child - in every car - on every journey - every time

The mifold vision
**CPST Pricing**
cpst@mifold.com

CPST: **33% off** - code: CPST33

CPST: **25% off** - code: hifoldCPST25

CPSI: **35% off** - code: hifoldCPSI35

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