



mifold® the 2016 Consumer Product winner of the Create the Future Design Contest from NASA Tech Briefs Magazine

carFoldio

The innovative booster seat wins first prize in competitive category

United States – October 31, 2016 – **mifold®** *Grab-and-Go®* booster seat, the most advanced, compact, and portable child car safety seat in the world, won first prize for the Consumer Products Category in NASA Tech Briefs Magazine’s 2016 Create the Future Design Contest. The prestigious competition, sponsored by popular companies such as Intel, HP and NVIDIA, featured over 1,100 competitors from more than 60 countries this year alone.

“We are incredibly thrilled,” said Jon Sumroy, creator of **mifold**. “It is an honor to be recognized by such a respected competition, and we are delighted to be chosen as the 2016 winner of the Consumer Products Category. There were many creative and advanced designs, and we were proud to be considered among them.”

The annual contest has attracted over 12,000 product design ideas since its inception in 2002, and **mifold** joins a prominent and exclusive group of winners. To congratulate the winners of the contest, an awards dinner will be held on Friday, Nov. 11 at the Water Club in New York City.

mifold is more than 10 times smaller than a regular booster seat. The patented, compact design takes the seat belt off the stomach and neck, making it comfortable, safe, and easy to use. On one in five trips - whether in the car, on vacation, or in general transportation – children do not have the appropriate safety restraint. Because of **mifold**’s compact and portable size, it’s easy to keep with kids for use anytime and can even be kept in cars or airplane cabins without causing clutter or losing extra space.

“I recognized the hassle that comes along with the size of regular booster seats when my children were in a carpool or getting picked up by their grandparents,” Sumroy said. “So I thought if I could design a booster that was mighty small and mighty strong, one that kids could take with them everywhere, then they could always be safe no matter whose car they’re in.”

The groundbreaking idea raised more than \$2.5 million through a successful crowd-funding campaign, and has sold more than 60,000 **mifold** seats. People from more than 130 countries participated in the campaign, adding up to more than 30,000 backers. **mifold** recently launched in several major U.S. retailers and has signed exclusive distribution agreements with more than 14 countries worldwide.

About mifold

mifold’s groundbreaking Grab-and-Go Booster Seat offers extreme portability with its compact size. Created by Jon Sumroy, a father of four, **mifold** offers a portable and lightweight booster seat solution. For more information on how **mifold** works, check out the [YouTube Channel](#) and the new **mifold** film: <https://youtu.be/sAg2gfx93Ro>

For more information, contact Ivy Villaflores, ivy@pitchpublicrelations.com, 480.678.1427

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Head Office
Carfoldio Ltd.
Zohar House
13 Hasadna Street
PO Box 2169
Ra’anana, 4365007
Israel
T +972 (0)9 878 8735
F +972 (0)9 771-4048

USA
Carfoldio Ltd.
10685-B Hazelhurst Dr.
#17695
Houston, TX 77043
USA
T +1 (800) 437-6540

Europe
Carfoldio Ltd.
Unit 2407
PO Box 6945
London, W1A 6US
United Kingdom
T +44 (0)800 471 4984

info@mifold.com
www.mifold.com