



Introducing mifold – The revolutionary booster seat that is smaller than an iPad

carFoldio

mifold, the revolutionary Grab-and-Go Booster seat is the most advanced, compact and portable booster seat in the world. It's more than 10x smaller than a regular booster seat and it's just as safe.

mifold is the first significant innovation in the booster seat market since their invention more than half a century ago.

The **mifold** team of top designers, engineers and industry experts have together revolutionised the way that a traditional booster seat works. Regular booster seats raise a child upwards to fit an adult seat belt, the unique patented design does the exact opposite. Instead of lifting the child up, **mifold** actively lowers the adult seat belt to fit the child snugly, taking the belt off the stomach and the neck and making it comfortable, safe and easy to use for children from the age of 4 all the way up to 12 years¹.

In the UK it is a legal requirement to have a child booster seat for any child travelling in a car under the age of 12 and most parents have booster seats available in their own car for each of their children. However there are still many journeys, such as cab rides, holidays and outings with grandparents or school friends where an appropriate booster seat is not available. And sometimes there is a surprise additional child in the car. Booster seats are bulky, heavy and a hassle to carry around 'just in case'. This means parents have to plan in advance how to deal with these situations, usually resulting in either spontaneity disappearing or, as a last resort, in the child using the adult seat belt with no booster seat. In a collision, this is potentially very dangerous and, of course, illegal.

¹ UK law requires that all children must use the correct child seat until they are 12 years old or 135 cm in height (which ever comes first). **mifold** is a Group 2/3 seat and can be used by children from the weight of 15kg which is approximately the age of 4 years old.

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mifold changes this. **mifold** is so compact and portable that it is now practical to purchase one for each of your children, ensuring that they always have an appropriate safety device with them at all times. It is also possible to have several booster seats available in your car not only for your own children but also for additional passengers without cluttering the car and taking up space. **mifold** is so compact you can store it almost anywhere: glove compartment, door pocket, seat back and even in a child's backpack. So children can now travel in any car without the burden or embarrassment of carrying around a bulky booster seat.

mifold is truly the Grab-and-Go™ booster seat.

You can be a part of the **mifold** movement by supporting the production of this revolutionary, life saving product by pre-ordering yours now through the **mifold** crowdfunding campaign. By pre-ordering, you will not only be helping the product come to fruition but you will be given a huge saving as well as some other exciting opportunities.

To find out more and to be one of the first people to own a **mifold** visit www.mifold.com

Important note to editors: **mifold** will be available to pre-order through their Indiegogo campaign from the 1st of June (to coincide

with Child Safety Week). Please do not publish anything about **mifold** before this date. Click here to view the **mifold** PDF

For further information about **mifold**, a link to the demo video, high res imagery or to interview Jon Sumroy, the brains behind **mifold**, please contact:

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