

10x



# mifold

## GRAB & GO CAR BOOSTER SEAT



10x  
smaller



Just as Safe



**HOW TO USE**

**mifold**

The grab-and-go booster seat

**“How To”: Quick Version**

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# Agenda

- Why boosters are important
- What is the mifold<sup>®</sup> Grab-and-Go booster<sup>®</sup> seat
- How mifold works
- How mifold performs



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**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**

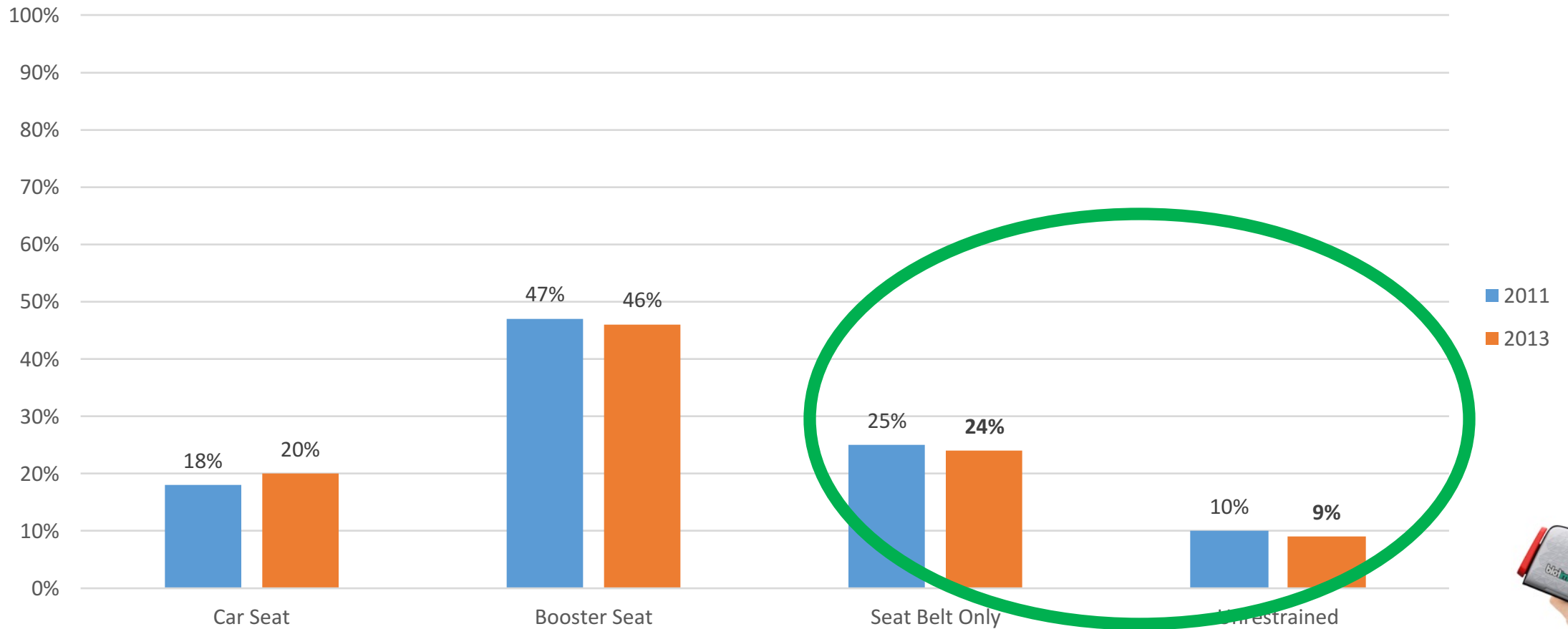






# How are kids riding?

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



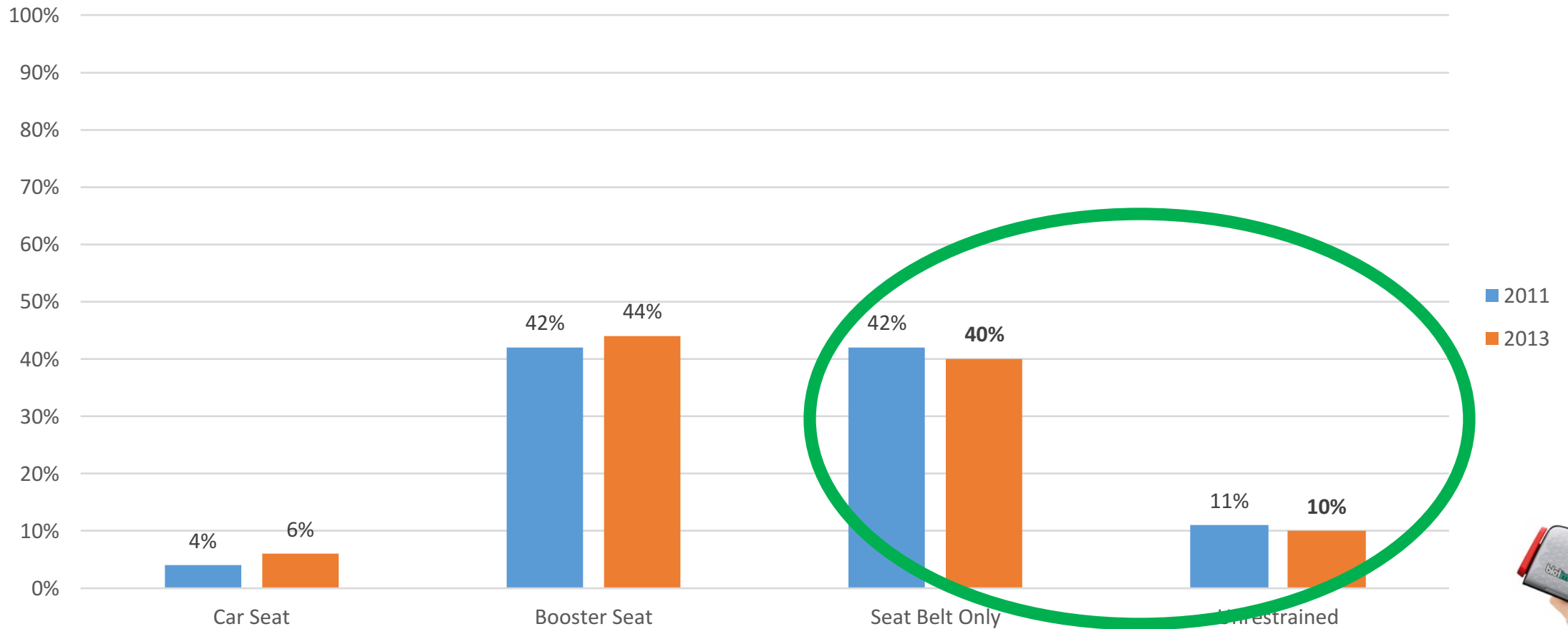
NHTSA (National Highway Traffic Safety Authority) 2014





# How are kids riding?

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



NHTSA (National Highway Traffic Safety Authority) 2014





# 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





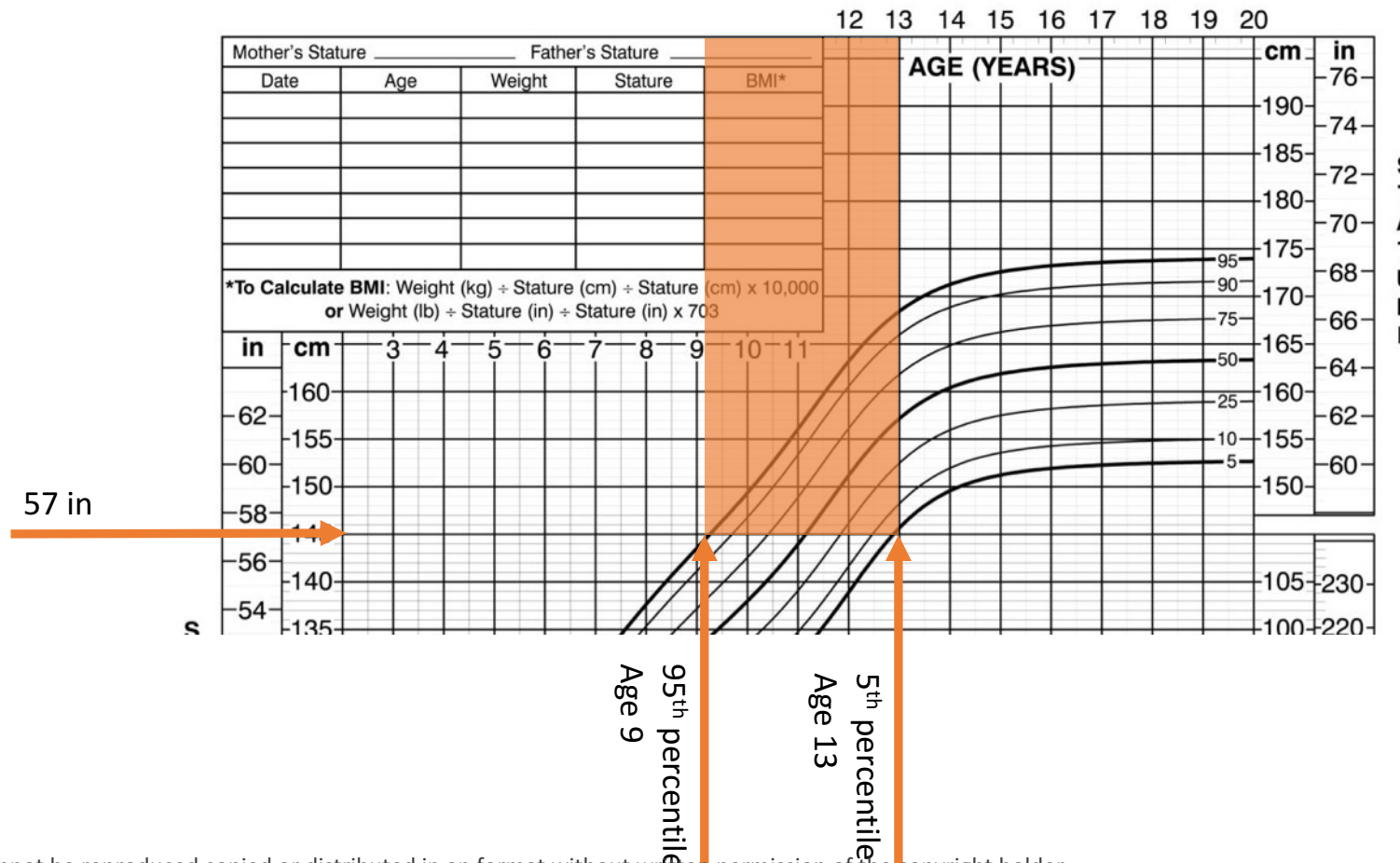
# Who is ready for just a seat belt?

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 # \_\_\_\_\_





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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





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# 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



NATIONAL  
CHILD  
PASSENGER  
SAFETY  
CERTIFICATION

A Program of  
Safe Kids Worldwide



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# Innovative approach



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



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# 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





# Static belt performance

mifold *Grab-and-Go* booster seat





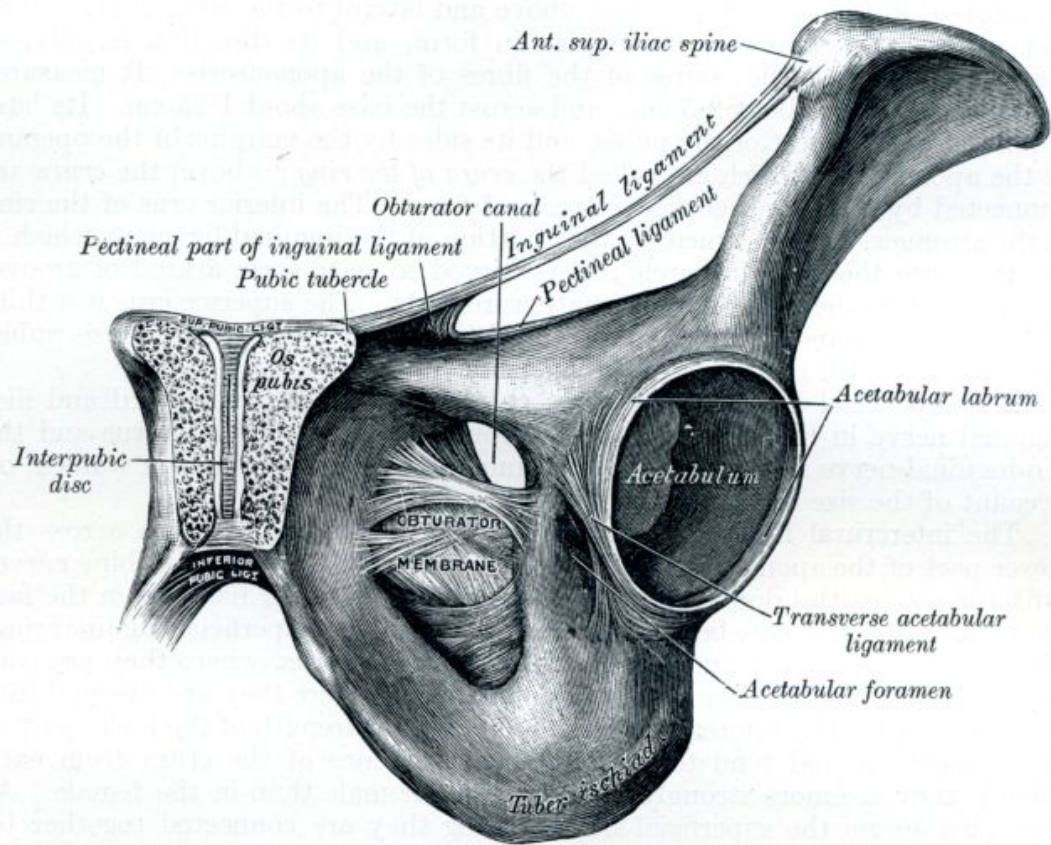
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# Keeping the Lap Belt on Pelvic Bones



FIG. 603.—The left inguinal ligament.



© www.prohealthsys.com



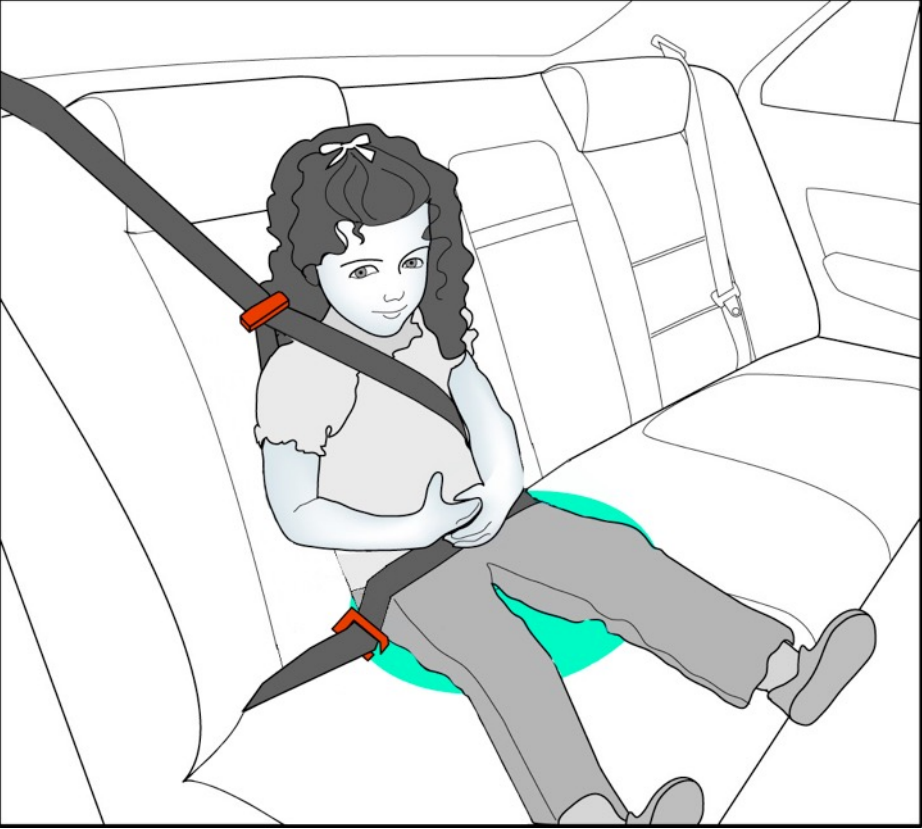
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# How is mifold different from all other boosters



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



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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# Providing Ideal Seat Belt Fit



- NHTSA funded study
- 44 boys and girls ages 5 to 12
- Quantify the effects of belt-positioning boosters on lap and shoulder belt fit
- 6YO and 10YO Hybrid-III ATD belt fit was strongly correlated with child belt fit



Source: Assessing Child Belt Fit, Volume I: Effects of Vehicle Seat and Belt Geometry on Belt Fit for Children with and without Belt Positioning Booster Seats  
Matthew P. Reed et al. NHTSA - September 2008

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mifold

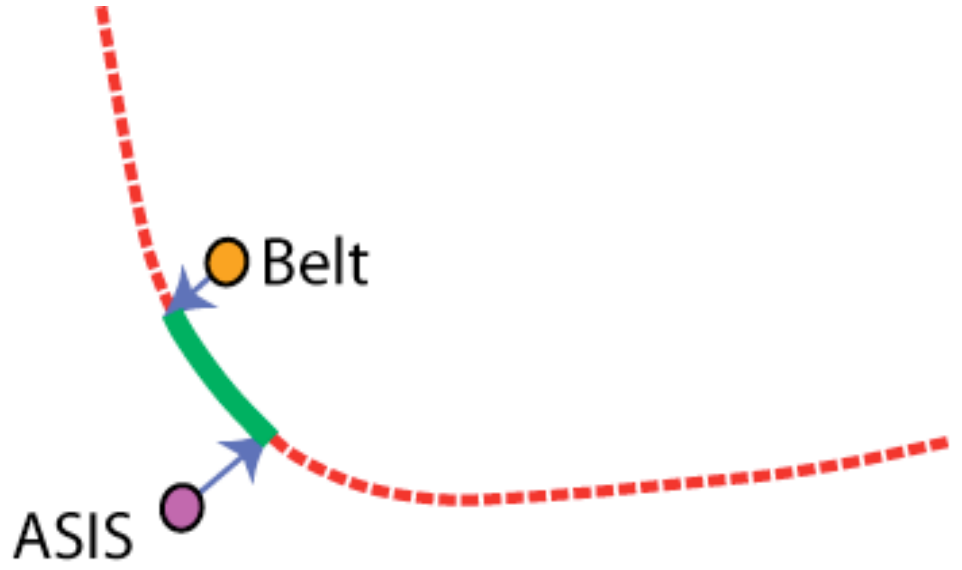
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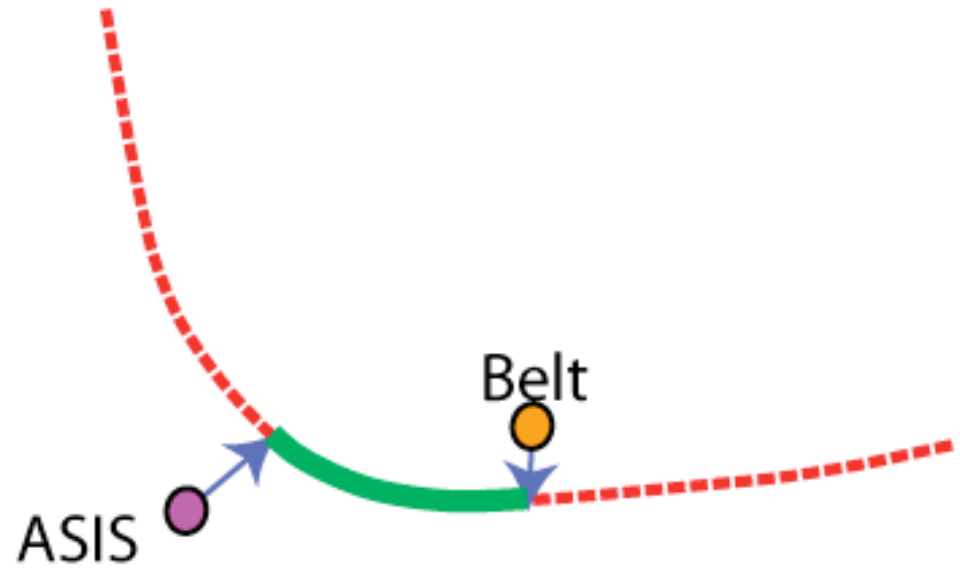
# Lap Belt Fit Scores



- Computed in relation to the Anterior Superior Iliac Spine



- Negative Fit Score



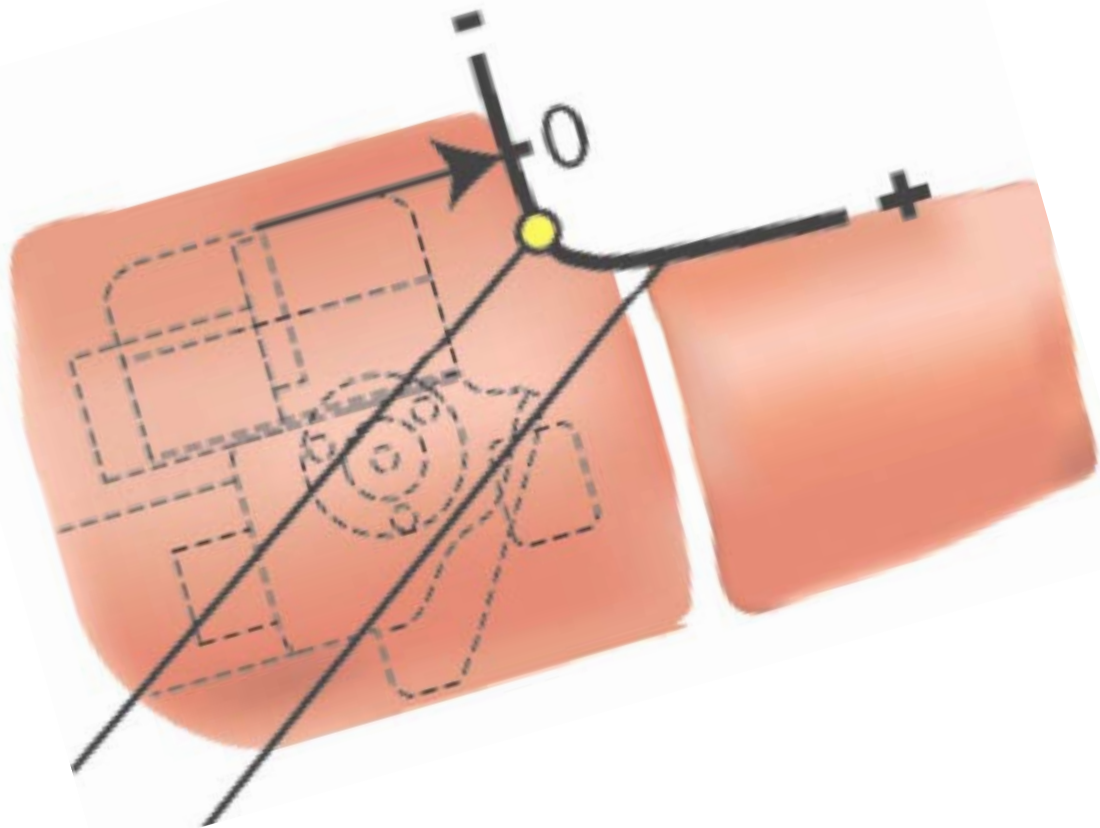
- Positive Fit Score



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# Ideal Lap Belt Fit



- Graphic from the referenced NHTSA-funded study
- The yellow dot indicates the digitized landmark that was used to compute the score.
- The score is the distance along the indicated contour from the origin (marked 0)
- Positive scores are in front of the yellow dot



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# Ideal Lap Belt Fit



- mifold positions the upper/rear edge of the lap belt forward of the ASIS
- This reduces the likelihood of submarining and abdominal injuries
- Fit may vary by child and vehicle and adjusting mifold and child position can help



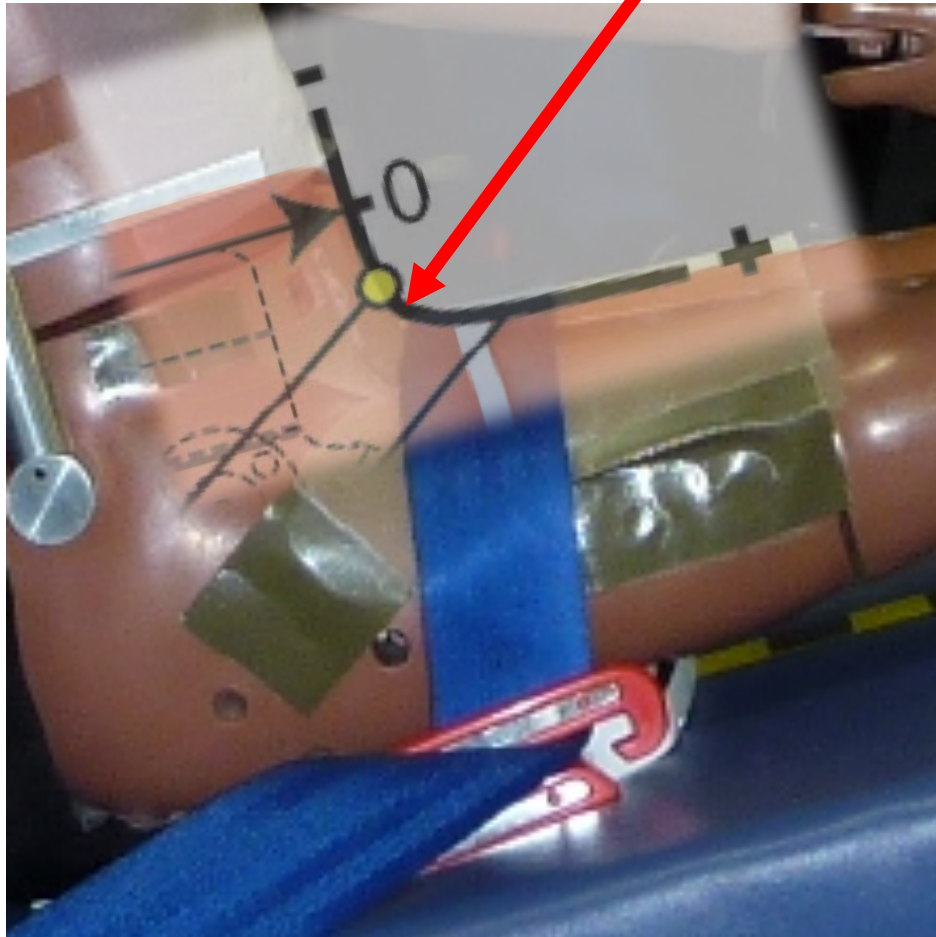


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# Ideal Lap Belt Fit

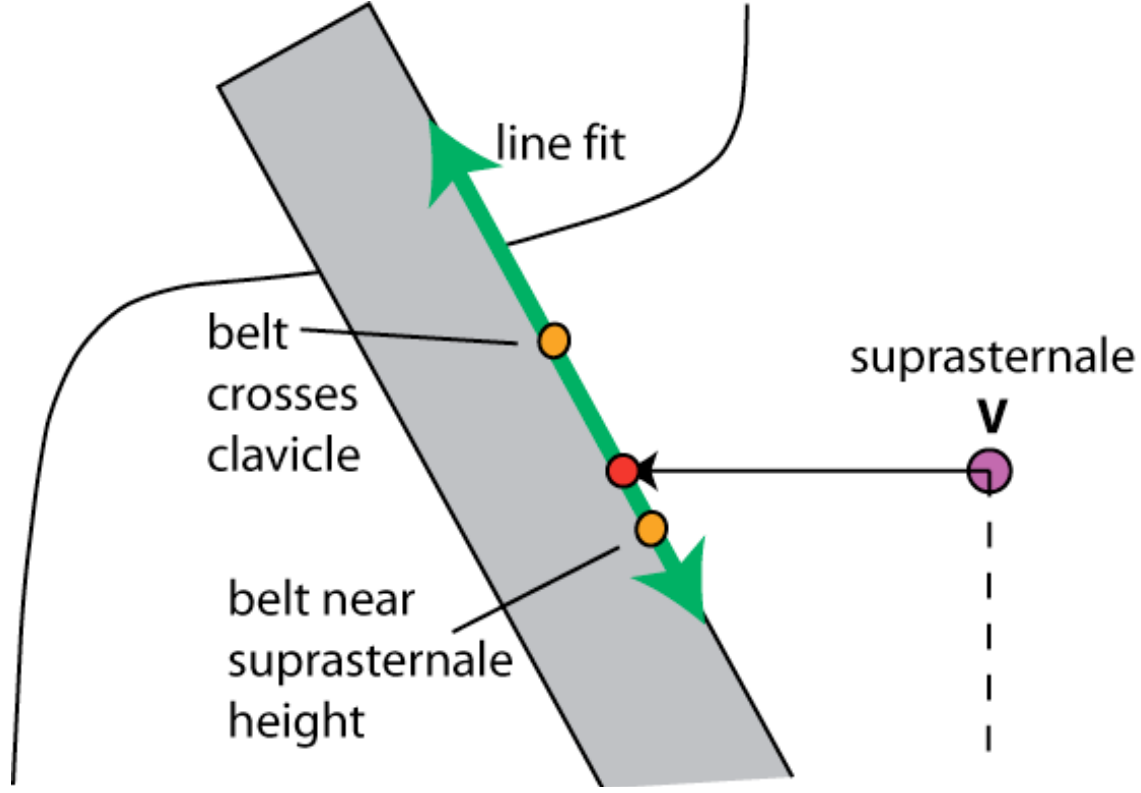
Lap belt position with mifold



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# Ideal Shoulder Belt Fit



- Graphic from the referenced NHTSA-funded study
- The shoulder belt score was computed as the distance in between the suprasternale and the point on the inboard side of the belt at the height of the suprasternale





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# Ideal Shoulder Belt Fit



- mifold uses a shoulder belt adjuster and guide to position the shoulder belt across the center of the clavicle (collarbone)
- This reduces the likelihood of discomfort or increased head excursion
- Fit may vary by child and vehicle and the shoulder belt adjuster helps





# Test Fixture



- The static fixture adjusts to simulate the most common vehicle seat belt configurations
- Belt fit with each booster model is tested with a 50th percentile 6-year-old crash test dummy

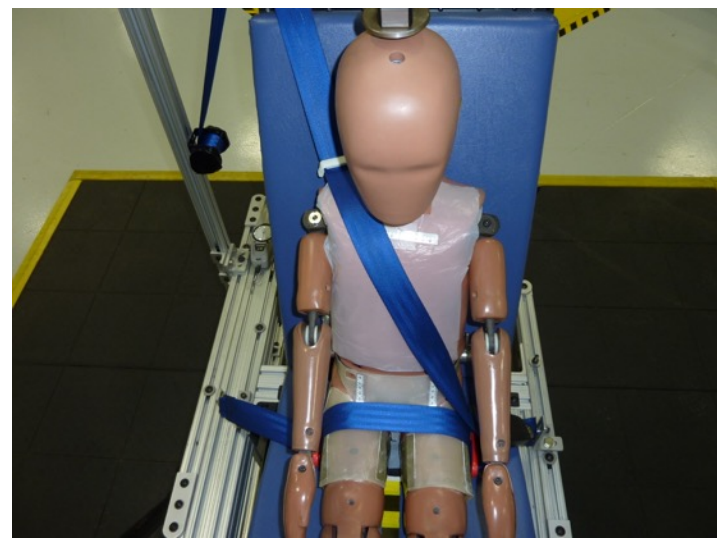
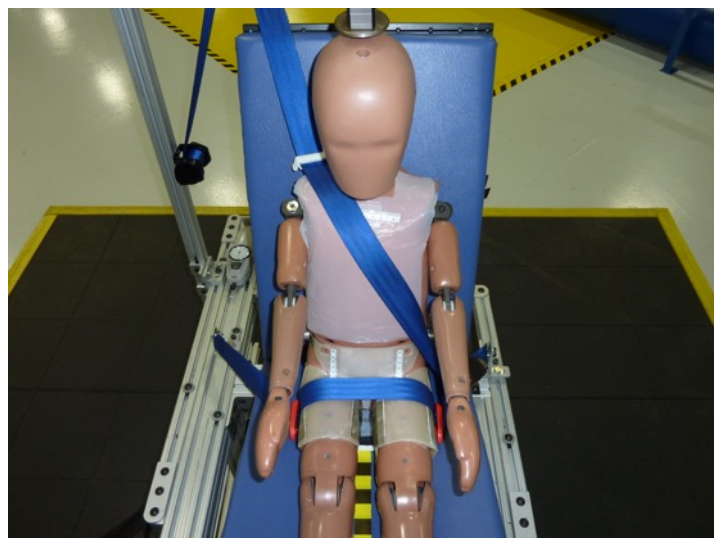
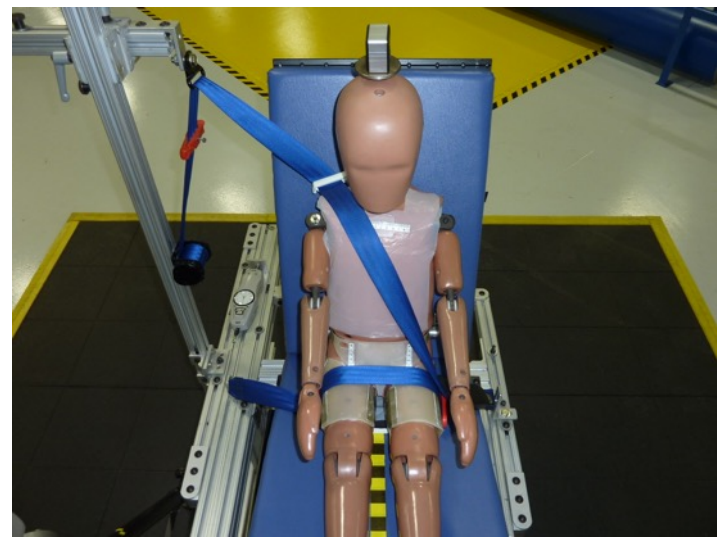
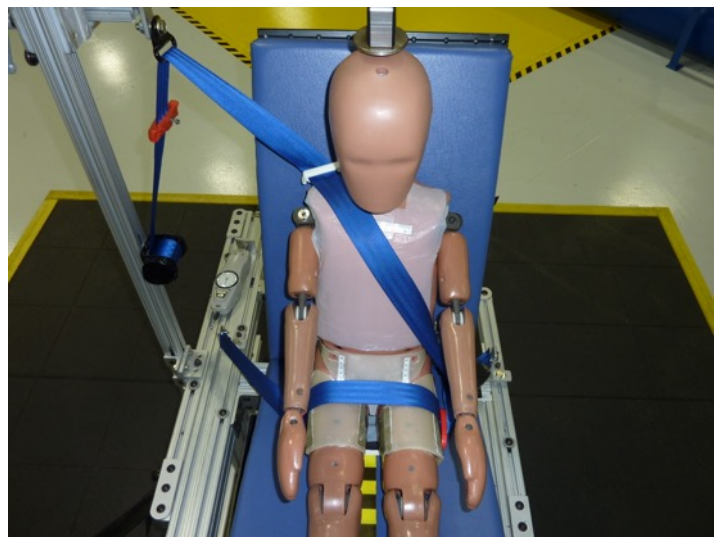




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# mifold belt fit – **OPTIMUM ZONE** setting



**OPTIMUM ZONE**  
mifold provides  
good belt fit for  
typical 4 to 8 year-  
olds in almost any  
car, minivan or  
SUV



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# Positioning the lap belt





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# Dynamic crash performance

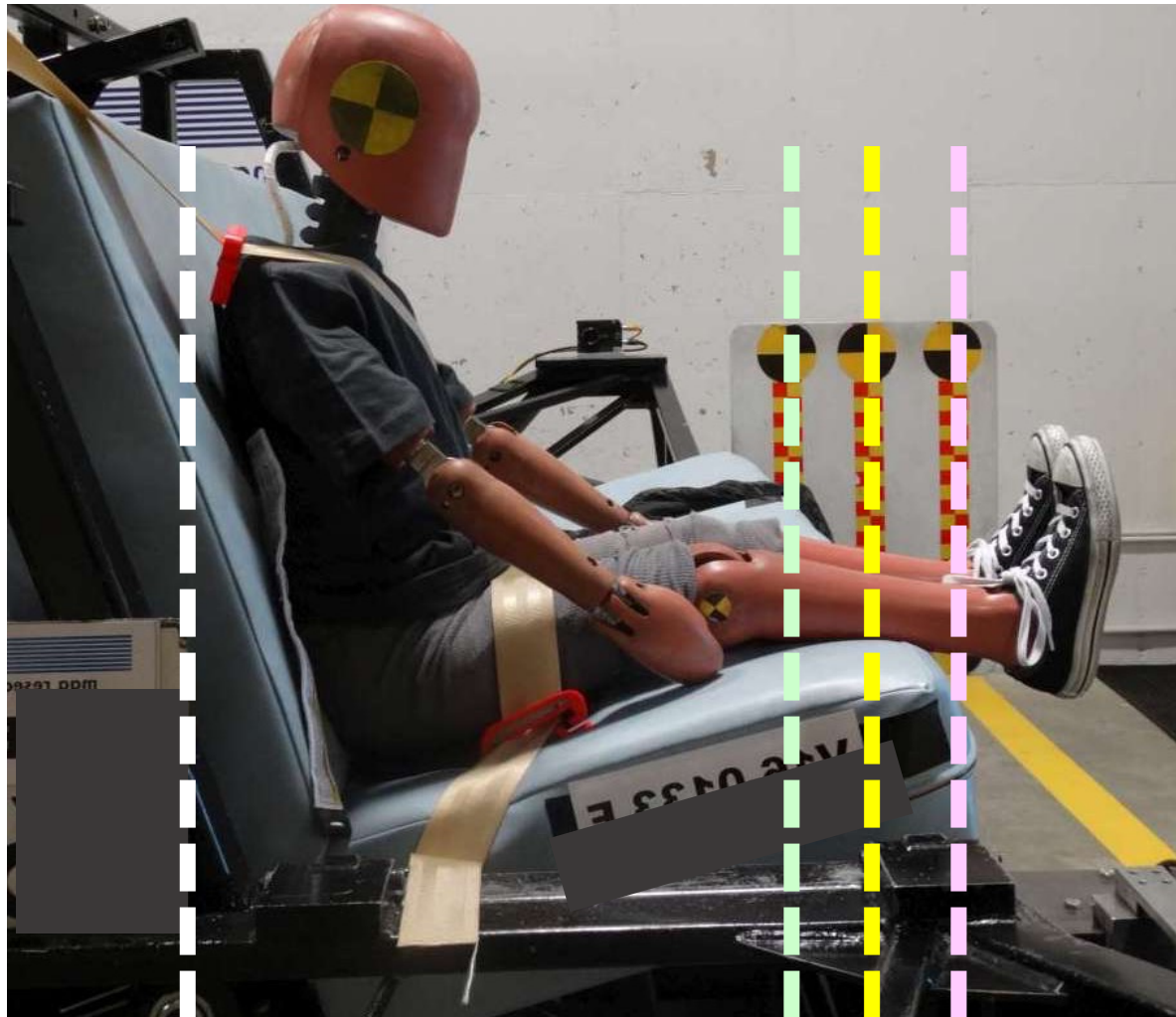
mifold *Grab-and-Go* booster seat


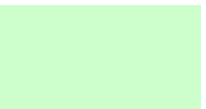




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# Dynamic crash test excursion criteria



FMVSS 213 Excursion measures	
	0 mm / 0 in Measurement start point
	720 mm / 28 in Not relevant for BPB
	813 mm / 32 in Maximum head excursion
	915 mm / 36 in Maximum knee excursion





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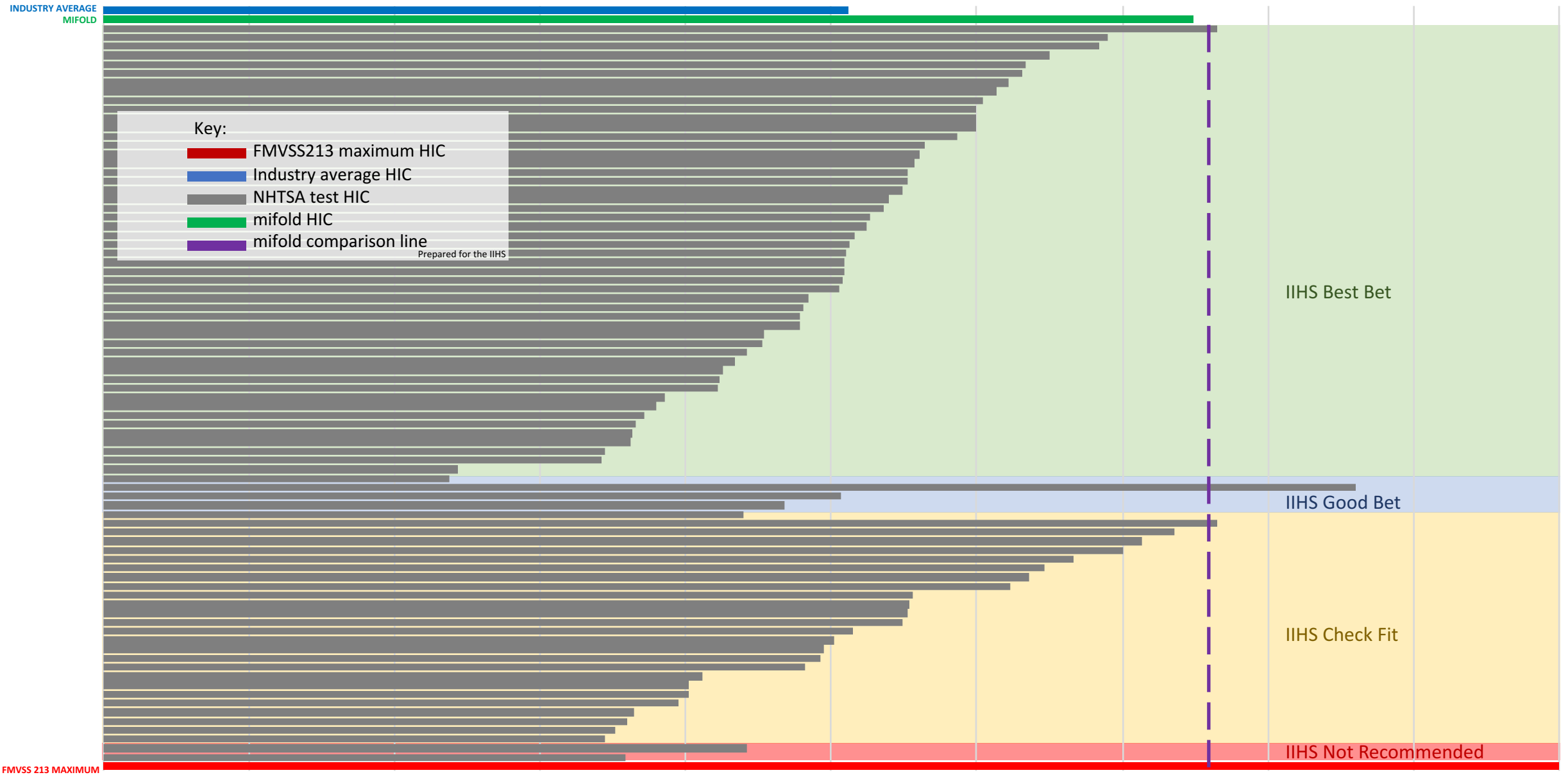
# Data analysis



- FMVSS 213 crash test data all BPB tested by NHTSA between 2013 and 2015
  - HIC
  - Chest acceleration
  - Knee excursion
  - Head excursion
- 82 separate NHTSA tests performed by MGA Research Corporation for NHTSA
- Comparison with the dynamic performance of the mifold Grab-and-Go booster seat (equivalent data from MGA under identical conditions)
- Cross check dynamic data with the publicly available IIHS Booster Evaluation Rating static data



mifold Grab-and-Go Booster: Comparison to the Booster Seat Market - Dynamic Crash Tests FMVSS 213 (HIC) and IIHS Booster Evaluation Rating

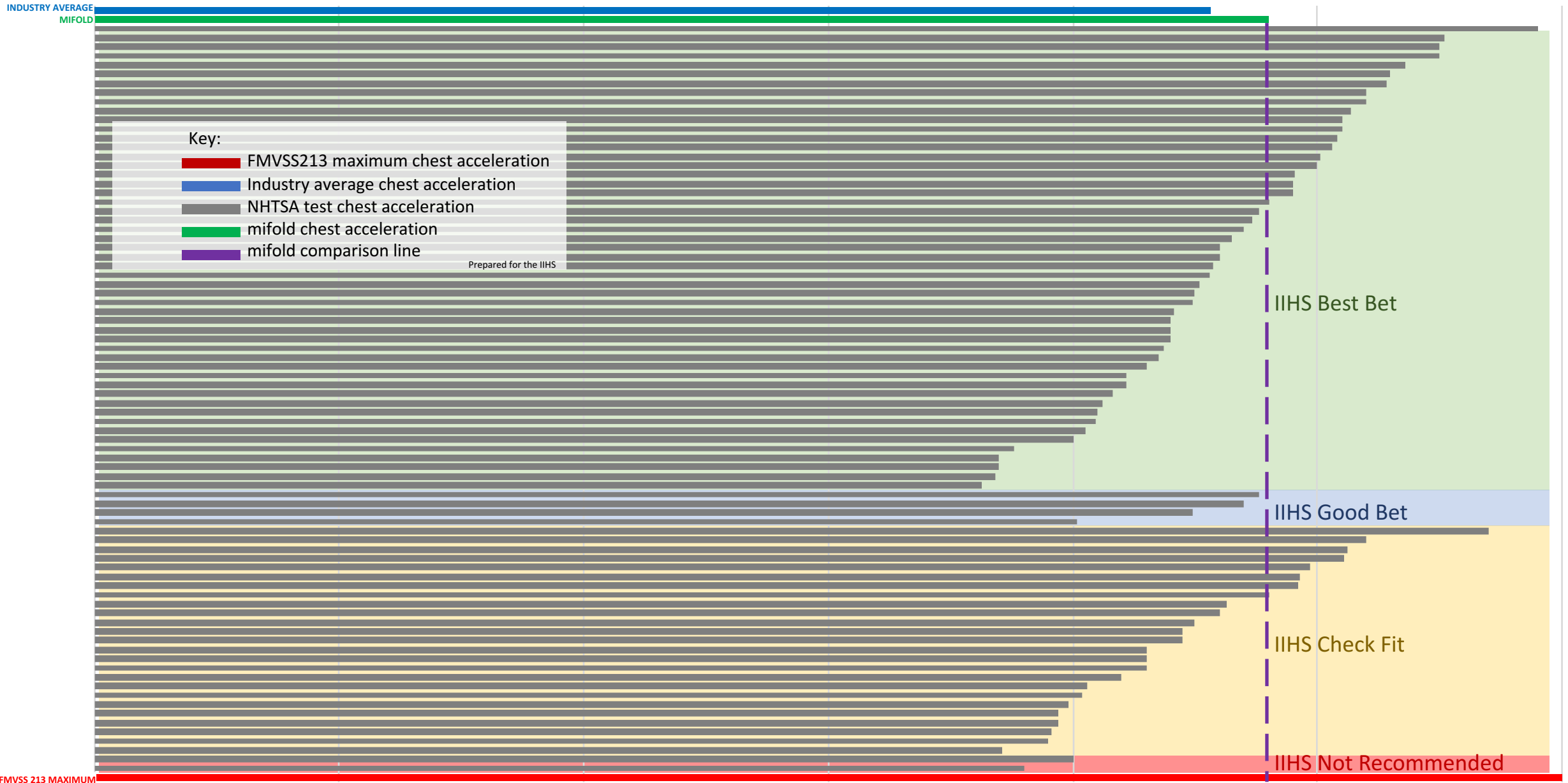


**Source:** Insurance Institute for Highway Safety, MGA Research Corporation and NHTSA Technical Information Services (Office of Vehicle Safety Compliance, Compliance Database)

All Belt Positioning Boosters tested by NHTSA between 2013 and 2015 compared to four mifold seat tests conducted by MGA Research in February 2016.

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mifold Grab-and-Go Booster: Comparison to the Booster Seat Market - Dynamic Crash Tests FMVSS 213 (Chest Acceleration) and IIHS Booster Evaluation Rating

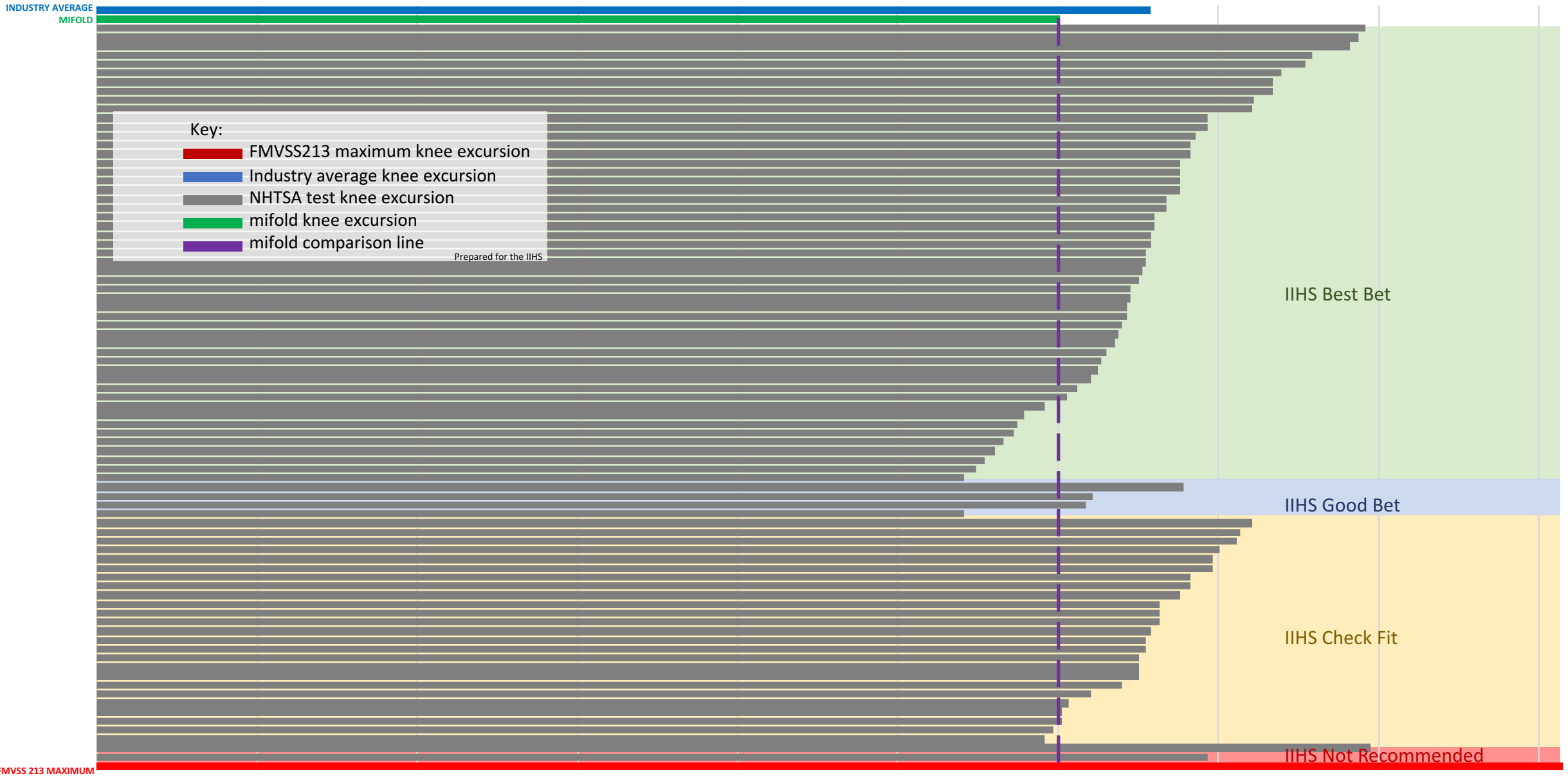


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mifold Grab-and-Go Booster: Comparison to the Booster Seat Market - Dynamic Crash Tests FMVSS 213 (Knee Excursion) and IIHS Booster Evaluation Rating



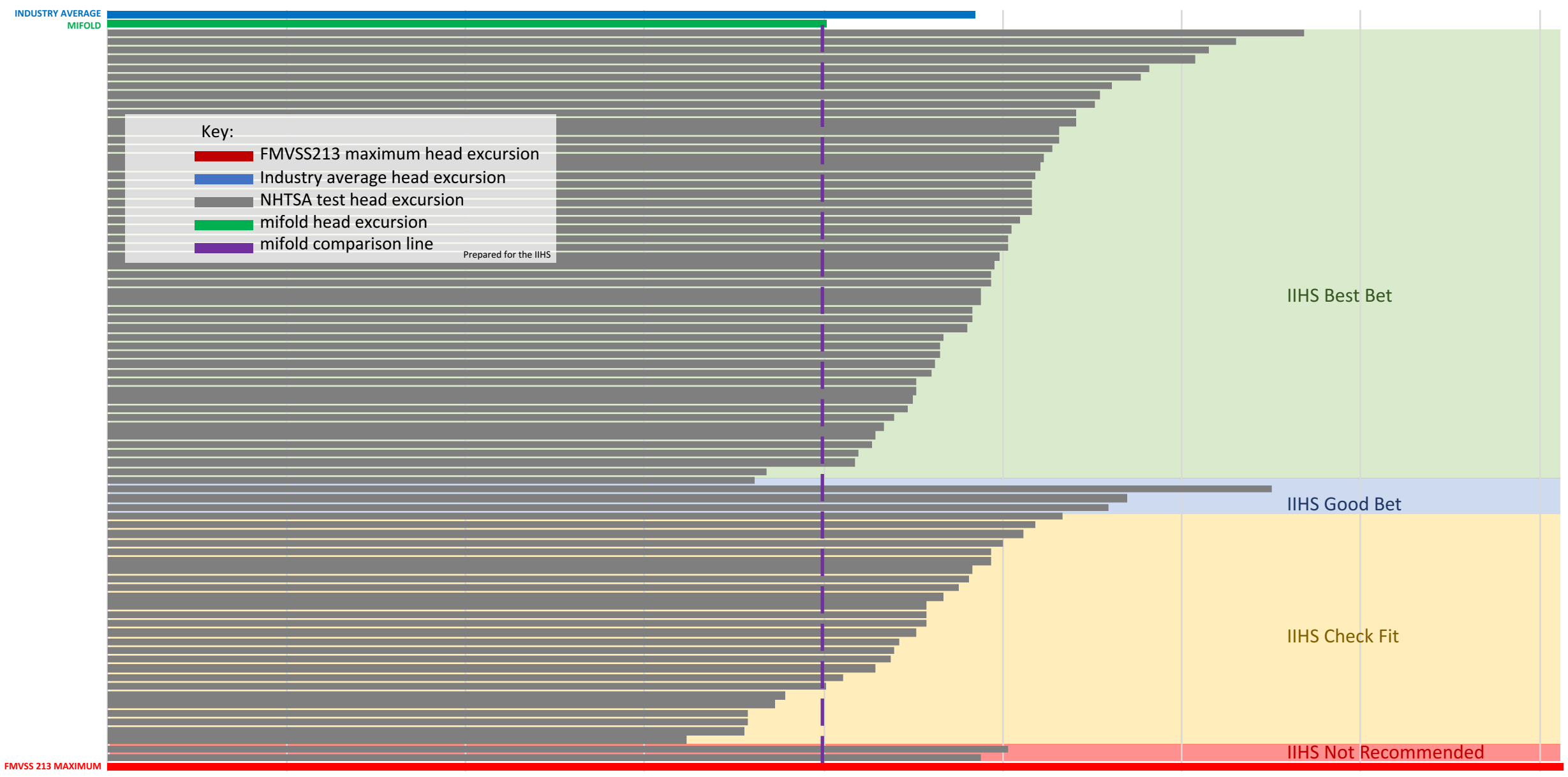
**Source:** Insurance Institute for Highway Safety, MGA Research Corporation and NHTSA Technical Information Services (Office of Vehicle Safety Compliance, Compliance Database)

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mifold Grab-and-Go Booster: Comparison to the Booster Seat Market - Dynamic Crash Tests FMVSS 213 (Head Excursion) and IIHS Booster Evaluation Rating



**Source:** Insurance Institute for Highway Safety, MGA Research Corporation and NHTSA Technical Information Services (Office of Vehicle Safety Compliance, Compliance Database)  
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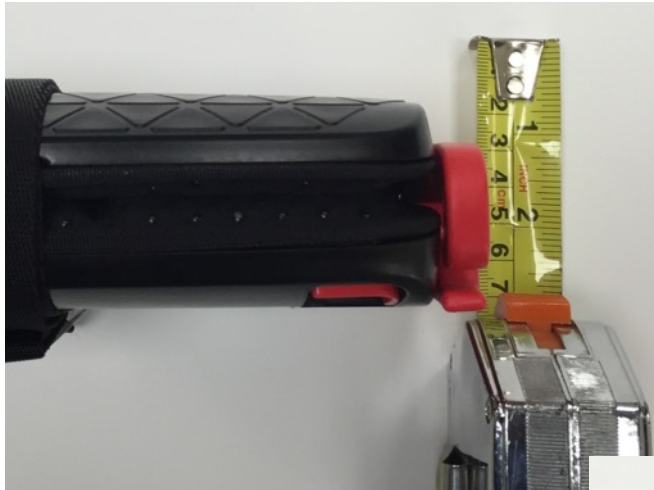
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# Size





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# Three width settings





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# Materials



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# Friction fabric





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# Quick clip



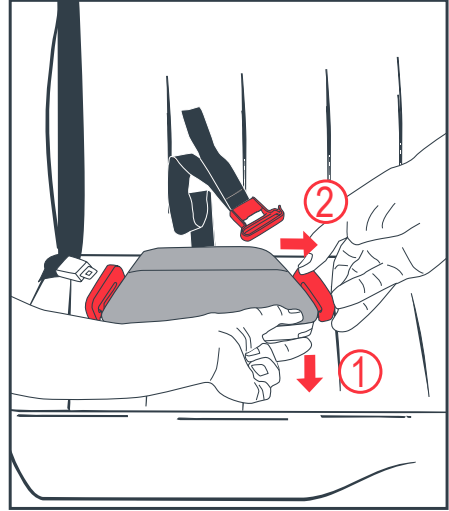


# Width adjustment for a perfect fit

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:

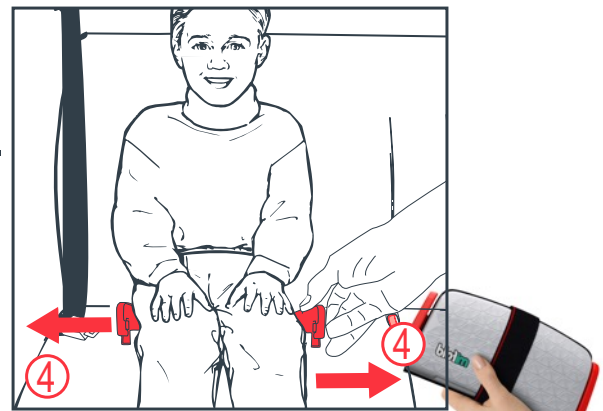
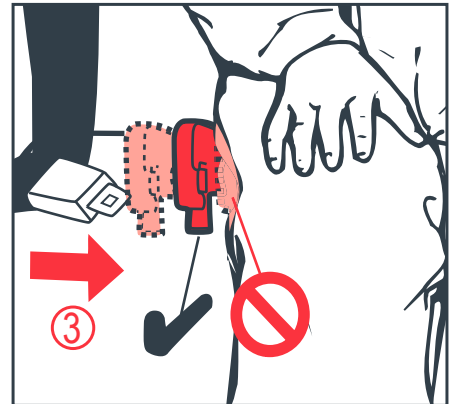
- a. Pull out and hold Lap Belt Guide Adjustment Button ① and slide Lap Belt Guide out to the maximum position ②. Release Lap Belt Guide Adjustment Button.



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.





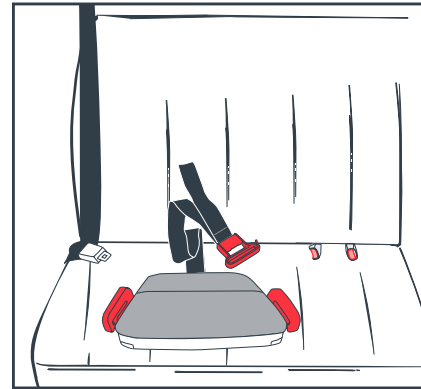
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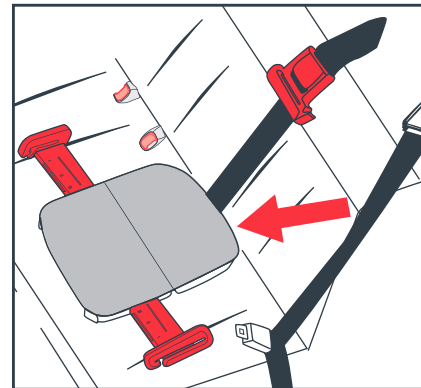
# Fitting the shoulder belt to the child



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

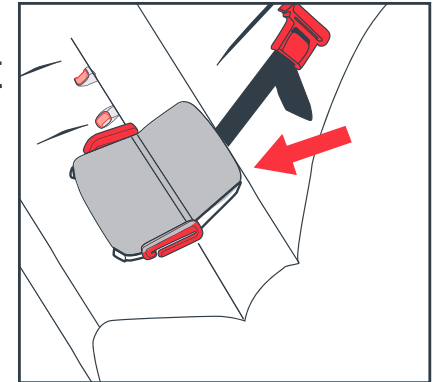


2. Adjust Lap Belt Guides into position for child. See "Preparation For Use" section.

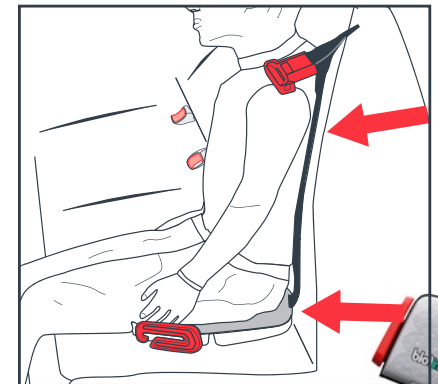


3. Slide Booster Seat back on vehicle seat cushion so that the back of the Booster Seat makes contact with vehicle seat back cushion.

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.




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# Advocate SPECIAL PRICING!

- Single mifold 'training sample'
- **\$33 (a 50% discount)**
- FREE shipping (a total 67% discount)
- **[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





**All inquiries:**  
Jon Sumroy  
CEO  
Carfoldio Ltd.  
[jon@mifold.com](mailto:jon@mifold.com)