

Relief Pod International to Introduce New Roadside Safety Kits and Smart Accessories at SEMA 2013

New Products Extend Relief Pod's Award-Winning Designs

FOR IMMEDIATE RELEASE

Santa Ana, CA. – Relief Pod International, winner of three SEMA Best New Product Awards in 2011 and 2012, will introduce its revolutionary new line of smart safety kits and accessories at SEMA 2013 in Las Vegas.

New this year is the streamlined Roadside Safety Kit Plus, the next generation of the SEMA award winner for 2012. “We’ve made our popular Roadside Safety Kit even smarter,” said Relief Pod CEO Debbie Coleman. “It’s more compact and efficient than ever and now comes in black and tech grey to blend easily with most car interiors.” Also new this year is the ultra-compact Glovebox First-Aid Pouch and Glovebox First-Aid Pouch Mini, which contains first-aid items and safety tools and is sized to fit in a car’s glovebox. “I’m very excited to introduce the Glovebox First-Aid Pouch and Pouch Mini,” said Coleman. “They’re small enough to carry with you in a bag, or even your pocket, so you will always have a bandage when you need one.”

Roadside safety is an important concern for Coleman and the Relief Pod team. “According to the Center for Disease Control, 47,000 pedestrians were killed by motor vehicles in the U.S. between 2001 and 2010,” said Coleman. “Many lives might have been saved if each pedestrian wore a reflective safety vest to help them stay visible. Motorists can also stay safer by wearing a reflective vest during roadside emergencies. Some European countries already require motorists to wear a vest and have a safety triangle in place when stopped on the side of the road. Relief Pod is at the forefront of bringing an awareness of this new level of safety to the American public to help reduce roadside fatalities.”

In addition to the new Roadside kits, Relief Pod will also introduce its new line of smart products to protect and organize electronic devices and cords, including the compact, organized Smart Tech Case and the innovative water-safe, touch-sensitive Tech Zip Pouch. “The transparent, touch-sensitive material of the Tech Zip Pouches enables you to use your touch-screen devices while they are stored safely inside,” said Coleman. “We spent two years developing these products to make them simple and very usable for active lifestyles. They are designed to protect any size tablet, e-reader, smartphone, and ear buds from water, sand, dirt, and spills—ideal when your little ones handle your electronics. Just place your item in its pouch and zip it closed.”

About Relief Pod

Engineered with meticulous attention to detail and exceptional quality, Relief Pod safety and first-aid products, emergency kits, and smart accessories lead the industry. From fabrics to stitching, bandages to flashlights, our obsession with quality is built into every step of our product development process. At Relief Pod, we’re passionate about making personal safety an easy part of everyday life. For more information, please visit <http://www.reliefpod.com>.

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