



**SAY HI TO hifold,[®] THE REVOLUTIONARY FIT-AND-FOLD™
BOOSTER SEAT EVERY PARENT & GRANDPARENT SHOULD HAVE!**

Its Unique 243 Settings Adjust to Every Child's Size in a Jiffy, So Ensures Optimum Safety And Comfort For Every Child

Houston, Texas (September 2, 2019)—When most things in our daily lives are made to suit our unique needs, why are booster seats “one size fits all” and so big and bulky to carry around? Say hi to **hifold** (\$149), the Dad-inspired compact, super adjustable folding, high-backed booster seat that’s also portable enough to fit in a backpack, duffle bag, or suitcase. Really!

No matter the size of a child, the hifold is tailor-made thanks to its unique MultiFit™ technology giving it an incredible 243 individual settings that combine for the optimum safe and comfortable ride. Created by a father of four, hifold is the only booster that can be adjusted separately in 4 areas (the seat, body and head widths and height). The patented design ensures a secure fit for optimum safety while also being incredibly lightweight and portable. Say goodbye to bulky airport carry-ons of the family car seat. hifold is so compact that it can fit in the overhead luggage compartment in the aircraft cabin.



How marvelous is the hifold? The ingenious design has one of the broadest height and weight ranges on the market. Kids can weigh as light as 33 pounds or as much as 100 pounds. They can stand 3’ to a whopping 4’9” tall and fit securely and comfy from their knees to their head. This means hifold not only grows with a child but can be used by multiple children of different ages and sizes in a family.

The on-the-go concept meshes nicely with today’s transportation options from Lyft and Uber to the vacation car rental. At home there are afterschool carpools and sleepovers at the grandparents. The special Multi Fold™ system means that hifold folds down for super convenient storage and portability. The hifold was made for the active family member that still needs a boost.

According to AAA (<https://exchange.aaa.com/safety/child-safety/car-seats/car-seat-faqs/>), the biggest mistake adults’ make is moving a child out of a car seat too soon. Hence the need for a “boost” from car seat to adult seat belts. “Seat belts are designed to fit adults, not children. Improper seat belt fit can result in abdominal or neck injury in a crash or sudden stop,” warns AAA online. They recommend keeping “your children in booster seats until the seat belt fits them properly. The lap belt should be positioned low across their hips and upper thighs with the shoulder belt across their chest and collarbone. Depending on your child’s growth and development, a seat belt typically fits correctly between ages 8 – 12.”

Unlike most booster seats which elevate a child up to make the lap and shoulder belt fit, hifold adjusts the seat belt to fit the child. The hifold is not only smartly designed but



comes with parent-pleasing features like AirFlow™ washable fabric and built-in carry strap. A handy storage bag and clip-on cup holder are both available as additional purchases.

Behind this booster seat is some serious science to protect each child. The advanced engineering includes some wow factors -- 6 advanced impact protection zones, 4 layers for comfort and protection (including energy absorbing EPE, comfortable PU foam and a tough PP shell), advanced lightweight materials, and patented adjustable lap belt guides. Wow indeed!

hifold meets or exceeds NHTSA standard FMVSS 213 and is regulated for global use almost everywhere around the world. No matter where you travel, you can easily take your lightweight hifold with you and save a fortune on expensive car seat rental costs.

Available in September 2019, look for the hifold online at mifold.com and Amazon, Preorders are now being taken at <https://mifold.com> and deliveries to the crowdfunding campaign backers have begun this week.



hifold • \$149

The world's most adjustable high back weighs less than 10 pounds and can be folded and tucked into a storage bag or slung over a shoulder by the built-in carry strap for ultimate mobility. No more worries about the quick taxi ride with the kids or the Saturday soccer carpool, you can easily carry hifold from car to car. Safety, comfort and peace-of-mind are folded into every booster seat! Choose Racing Red™ or Slate Grey™.

hifold comes from the makers a mifold (\$34.99), a backless and ultra-compact booster. mifold has already sold nearly a million seats worldwide. mifold is the most compact and portable child car safety seat in the world. It's more than 10x smaller than a regular booster and it's just as safe.

A regular booster lifts a child to be in the position of an adult. Both the hifold and mifold boosters do the exact opposite ... instead of lifting the child up, they hold the seatbelt down ... it's that simple. Both hifold and mifold are engineered to protect children all the way up to about 12 years old. The patented design takes the seat belt off the stomach and the neck, making it comfortable, safe and easy to use. The mifold is regularly ranked amongst the top selling booster seats on Amazon.

About mifold

Car safety is important to Jon Sumroy the inventor behind *mifold* and *hifold* as his own children were being driven everywhere by other people as well as their own family. He wants



to ensure that kids globally always have a car seat available. Their inaugural product, mifold has wowed the world, literally. From Korea to the USA, mifold is the winner of 14 (and counting) international design, parenting and innovation awards including the prestigious NASA Tech Briefs Award! From more than 14,000 different product design ideas, the NASA Tech Briefs Award is given to help stimulate and reward engineering innovation.



The innovative mifold seat was also recognized by these prestigious awards:

- The European Product Design Award (EU) - 2017- The Product Design Award recognizes the efforts of talented designers and design teams who improve our daily lives with practical and beautiful creations, designed to solve a problem and make life easier.
- The JPMA Innovation Awards (USA) - 2017 - Awarded for being voted one of the most innovative products in the US marketplace, mifold won the "Parents Pick" award, a vote awarded by over 4,000 parents that took part. It also won the "Innovation Award" as "Best in Show," decided by a panel of experts and eminent judges from the juvenile products industry.

Find out more about car seat options for your youngsters at www.mifold.com.