

# SLINGME



**NEW PRODUCT**  
**SLINGME – A LITTLE SHOULDER STRAP THAT JUST WANTS TO  
HELP...  
DEVOTED SHOPPERS!**

Slingme is an innovative new shoulder strap designed to leave you hands free, while lightening the load of your shopping.

Slingme will help the environment and say goodbye to sore hands aching muscles and arms stretched to the limit from struggling with your bags ....

**Imagine the scenario** - you are on a spree, you have bags, and bags of shopping, and you are still looking. Yes there are still rails to be sorted through, and no hands left to do the sorting! What to do? Well no need to put your bags on the floor, between your feet and stand in an undignified position while shuffling along the rail – Let Slingme come to the rescue.

Participants who trialed the Slingme leading up to Christmas, were quickly sold on the concept. These participants were mainly shopping for presents and clothes – not necessarily heavy, but bulky. Despite feeling a little self-conscious at first for about two seconds, they soon became very happy little shoppers as they could search through clothes rails with ease, almost forgetting the bags were on their shoulders, and compared to their shopping partners, their day was a much more enjoyable experience.

All our trial participants were surprised at how comfortable and secure the strap felt on their shoulders, and how by distributing the weight of the shopping it felt so much lighter. Many who worked in busy town centres, felt that when they did lunchtime shopping, the Slingme was very user friendly, in particular when standing on crowded buses or tubes - they were able to hold onto their shopping easily without having to place bags between their feet on the ground.

Reasonably priced at £5.99, our trial participants agreed that it was the perfect item to carry around 'just in case' as it fits comfortably into a bag or pocket.

Slingme is suitable for use with most bags, however we are keen to encourage the use of reusable bags and will be unveiling our range of ecologically friendly Slingme bags shortly.

When demonstrated at the Birmingham Inventors Showcase, Millennium Point in November 2007, all who tried the Slingme agreed that it really does have the Wow factor. Nick Owen, of BBC Midlands Today, who opened the Showcase, was very keen to try the Slingme and thought it was a terrific idea.

Slingme is simple to use – Open out and unclasp Slingme, slide on the handles of at least two evenly weighted bags and close the clasp. Fold the top flap sealing the Velcro - Now you're ready to pick up your shopping, place the Slingme on your shoulder with bags to the front and rear – and off you go.

Osteopath Robi Persad, BSc(Ost), Registered Osteopath of 13 years, and who practices in London and Spain, says "The carrier allows the use of postural/ stabilising muscles to relieve the strain on peripheral muscles which could otherwise cause shoulder and arm problems when carrying weight."

The Slingme will be available online at [www.slingme.co.uk](http://www.slingme.co.uk) from 1<sup>st</sup> March, 2008, at a special introductory offer of £4.99, (RRP £5.99) and will be available in a variety of shops shortly.

Sample photos of the Slingme in use, and variety of colours, follow (please click on page below if blank).. A number of samples are available - to receive one, or if you would like more information, please contact:

Eve Randall on 0121 428 2195 or 07886 929104

[www.slingme.co.uk](http://www.slingme.co.uk)

email: [info@slingme.co.uk](mailto:info@slingme.co.uk)



**So what are the benefits** of using a hands free Slingme, apart from no more sore hands? Many .....

- ✚ Hold onto your child
- ✚ Get change out for the bus and pay without having to put all your bags down
- ✚ Use mobile phones
- ✚ Hold umbrellas easily
- ✚ Use walking sticks and crutches
- ✚ Stand safely on public transport
- ✚ Keep all your shopping bags together
- ✚ Walk the dog on a lead

**And for the Car User:**

- ✚ Holding bags together in the boot
- ✚ Easier unloading of shopping
- ✚ And maybe leaving the car at home

**In its simplicity, it is a terrific product that we believe will change how we carry our shopping, and make local shopping a walking not driving experience.**

