

SLINGME



**NEW PRODUCT
SLINGME – A LITTLE SHOULDER STRAP THAT JUST WANTS TO
HELP...
SAVE THE PLANET!**

If we all take small steps to protect our environment and reduce our carbon footprint, great changes will occur. And that's where Slingme wants to help.

Slingme is an innovative new shoulder strap designed to leave you hands free, while lightening the load of your shopping. The Slingme can make a trip to the local shops an enjoyable, and free, walking experience, which is also great exercise, rather than a more stressful driving one. So the Slingme enables you to support your local shops, increase your fitness levels – all while reducing emissions.

It is estimated that walking one mile instead of driving saves 0.4Kg of CO₂. If the average shopper cut out just two short journeys a week, that's a potential 41.6Kg of CO₂ a year saved by just one person!

Not only can you say goodbye to sore hands and aching arms from struggling with your bags, but you can enjoy the freedom of having your hands free, enabling you to do .. well anything! Push the baby's buggy, hold on to your toddler, power walk - as users can have a Slingme on both shoulders, the shopping could act as weights!

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 most bags and pockets.

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 from 1st 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

email: 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.

