



SIMPLIFY RETAIL™



“If only there was a simple way to give shoppers a positive first impression of our store.”



## SHOPPING CART SEAT BELTS

Safestrap shopping cart seat belts incorporate unmatched innovations such as:

- CHILD RESISTANT BUCKLES
- UNBREAKABLE COMMERCIAL GRADE HARDWARE
- CUSTOMIZED BELT PRINTING
- EASY INSTALLATION WITH NO TOOLS REQUIRED
- ASTM AND CPSIA COMPLIANT
- FAST SHIP TO ANYWHERE IN THE WORLD

The world of retail can be a complicated place. At Safestrap™ we are committed to simplifying it.

[SAFESTRAP.COM](http://SAFESTRAP.COM)

# WHY CHOOSE SAFESTRAP



**Our commitment to the retail industry began in 1983 with the invention of the world's first shopping cart seat belt.**

Since then our success has set the foundation to create a company that dedicates itself to creating pioneering products that simplify the world of retail.

The seamless integration of our design, engineering and manufacturing services provide a resource that cannot be matched in the retail industry—we are one company with many product offerings and our increased product range integrates across all channels of retail.

Our mission is to provide our valued clients with the most innovative products and highest quality of service to make shopping safe and convenient—just as we have since we were founded three decades ago.

**We understand that the world of retail can be a complicated place. At Safestrap™ we are committed to simplifying it.**

## THREE DECADES OF ENGINEERING AND SAFETY EXCELLENCE

- 1983** Safe-Strap invents the first shopping cart seat belt
- 1985** The White House Recognition of Efforts in Child Safety
- 1986** 1st Place Trophy Public Service Award Winner WDAA
- 1993** JPMA Winner - New Product Competition
- 1994** IMRA Winner - Creativity Award
- 1996** CPSC Consumer Product Safety Commission Chairman's Commendation for Significant Contributions to Product Safety
- 1997** Pro/ENGINEER Pro/Award - Winner Product Competition
- 1998** Golden Shopping Cart Award
- 2003** Design of the Times Award - Gold
- 2003** Design of the Times Award - Bronze
- 2004** Outstanding Achievement in Design Award - Bronze



Our factory ensures our commitment to quality. We control all aspects of the manufacturing process.



Product innovation comes from our highly skilled engineers who carefully turn product ideas and improvements into the tangible and beneficial features our products include.



All of Safestrap's products are thoroughly tested by independent test facilities throughout the world to confirm our claims of product performance, durability and safety.

<p><b>1983</b> Safestrap™ invents the first Shopping Cart Seat Belt</p>	<p><b>1985</b> White House recognition for Efforts in Child Safety</p> 	<p><b>1986</b> First Place Trophy Public Service Award Winner WDAA</p>	<p><b>1993</b> Winner of JPMA New Product Competition</p>	<p><b>1994</b> Winner of IMRA Creativity Award</p>	<p><b>1996</b> Consumer Product Safety Commission Chairman's Commendation for Significant Contributions to Product Safety</p> 	<p><b>1997</b> Pro-Engineering Award Winner - Product Competition</p>	<p><b>1998</b> Winner of Golden Shopping Cart Award</p> 	<p><b>2003</b> Winner of Gold Design of the Times Awards</p>	<p><b>2003</b> Winner of Bronze Design of the Times Awards</p>	<p><b>2004</b> Winner of Best of Industry Award</p> 	<p><b>2010</b> Winners of the Brass Ring Award for Best New Product</p> 
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## SHOPPING CART SEAT BELT SERIES

Safestrap is the name you can trust to provide high-quality commercial grade restraints that meet all industry standards and government regulations. Together we can make shopping with small children safe and convenient.

# CRB™

The CRB incorporates a 2-point latching mechanism with child resistant features.

### CRB POLYPROPYLENE

#### *The Original Safestrap®*

The most widely distributed shopping cart seat belt in the world, the original Safestrap shopping cart seat belt has been built to withstand the day-to-day rigors of the shopping environment.

### CRB 5-PANEL NYLON

#### *Long Lasting Durability and Color*

Incorporating high-tech nylon fibers and special die pigment the CRB 5-Panel nylon is engineered for durability, UV resistance, abrasion and long life. A Dura-Coat™ protective coating keeps the belts looking cleaner for longer in your store.

### CRB WARNING PICTOGRAM AND CUSTOM PRINTS

#### *Help Fulfill Your Duty to Warn of Dangers and Prompt Safe Behavior*

Safestrap's pictogram warning seat belts provide parents with necessary safety messages each time they shop. Because the message is printed onto each seat belt, every cart can have its own warning message.

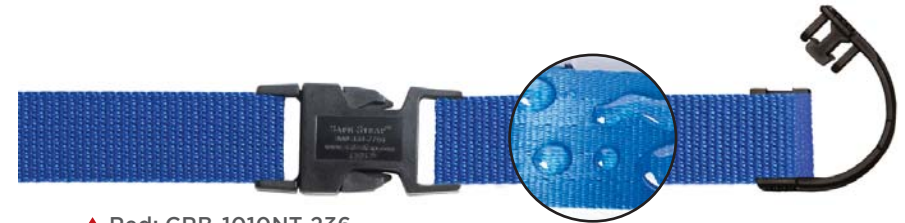


- ▲ Red: CRB-1010-236
- ▲ Royal Blue: CRB-1050-236
- ▲ Black: CRB-1099-236

\* Additional colors available

▲ All Safestrap webbing is available in red, blue and black as standard.

▲ Quick click one piece fastening system



- ▲ Red: CRB-1010NT-236
- ▲ Royal Blue: CRB-1050NT-236
- ▲ Black: CRB-1099NT-236



- ▲ Red: CRB-1010PT-236
- ▲ Royal Blue: CRB-1050PT-236
- ▲ Black: CRB-1099PT-236

\* Additional colors & customization available

## FEATURES

- 1 Child resistant CRB buckle.
- 2 Quick click one piece fastening system simply clicks on without the use of tools.
- 3 All components are microbial resistant and nontoxic.
- 4 One year replacement warrantee.
- 5 UV resistant and colorfast.
- 6 Instructional material included with each shipment.
- 7 Meets the strict third party testing certification requirements of the CPSIA
- 8 Meets ASTM F2372





# SHOPPING CART SEAT BELT SERIES

Safestrap is the name you can trust to provide high-quality commercial grade restraints that meet all industry standards and government regulations. Together we can make shopping with small children safe and convenient.

# DSP™

The DSP incorporates all of the distinctive features of our most widely distributed CRB® model and adds two more important features. The DSP's buckle provides an additional level of safety by adding a third catchpoint which is activated by depressing a button while squeezing the sidearms, and has a latch override. These subtle yet significant differences builds upon all of the other well designed and engineered features of our CRB buckle.

## DSP POLYPROPYLENE

### *The Original Safestrap®*

The most widely distributed shopping cart seat belt in the world, the original Safestrap shopping cart seat belt has been built to withstand the day-to-day rigors of the shopping environment.

## DSP 5-PANEL NYLON

### *Long Lasting Durability and Color*

Incorporating high-tech nylon fibers and special die pigment the DSP 5-Panel nylon is engineered for durability, UV resistance, abrasion and long life. A Dura-Coat™ protective coating keeps the belts looking cleaner for longer in your store.

## DSP WARNING PICTOGRAM AND CUSTOM PRINTS

### *Help Fulfill Your Duty to Warn of Dangers and Prompt Safe Behavior*

Safestrap's pictogram warning seat belts provide parents with necessary safety messages each time they shop. Because the message is printed onto each seat belt, every cart can have its own warning message.



- ▲ Red: DSP-1010-236
- ▲ Royal Blue: DSP-1050-236
- ▲ Black: DSP-1099-236

*\* Additional colors available*

▲ All Safestrap webbing is available in red, blue and black as standard.

▲ Quick click one piece fastening system



- ▲ Red: DSP-1010NT-236
- ▲ Royal Blue: DSP-1050NT-236
- ▲ Black: DSP-1099NT-236



- ▲ Red: DSP-1010PT-236
- ▲ Royal Blue: DSP-1050PT-236
- ▲ Black: DSP-1099PT-236

*\* Additional colors & customization available*

## FEATURES

- 1 3-point child resistant buckle adds higher degree of safety with a latch override.
- 2 Quick click one piece fastening system simply clicks on without the use of tools.
- 3 All components are microbial resistant and nontoxic.
- 4 One year replacement warrantee.
- 5 UV resistant and colorfast.
- 6 Instructional material included with each shipment.
- 7 Meets the strict third party testing certification requirements of the CPSIA
- 8 Meets ASTM F2372



## SHOPPING CART SEAT BELT SERIES

Safestrap is the name you can trust to provide high-quality commercial grade restraints that meet all industry standards and government regulations. Together we can make shopping with small children safe and convenient.

# ERGO™

The ERGO incorporates a third catchpoint which is activated by depressing a button while squeezing the sidearms. Its sleek style and construction provides greater strength where needed.

### ERGO POLYPROPYLENE

#### *The Original Safestrap®*

The most widely distributed shopping cart seat belt in the world, the original Safestrap shopping cart seat belt has been built to withstand the day-to-day rigors of the shopping environment.

### ERGO 5-PANEL NYLON

#### *Long Lasting Durability and Color*

Incorporating high-tech nylon fibers and special dye pigment the ERGO 5-Panel nylon is engineered for durability, UV resistance, abrasion and long life. A Dura-Coat™ protective coating keeps the belts looking cleaner for longer in your store.

### ERGO WARNING PICTOGRAM AND CUSTOM PRINTS

#### *Help Fulfill Your Duty to Warn of Dangers and Prompt Safe Behavior*

Safestrap's pictogram warning seat belts provide parents with necessary safety messages each time they shop. Because the message is printed onto each seat belt, every cart can have its own warning message.



- ▲ Red: ERGO-1010-236
- ▲ Royal Blue: ERGO-1050-236
- ▲ Black: ERGO-1099-236

\* Additional colors available

▲ All Safestrap webbing is available in red, blue and black as standard.

▲ Quick click one piece fastening system



- ▲ Red: ERGO-1010NT-236
- ▲ Royal Blue: ERGO-1050NT-236
- ▲ Black: ERGO-1099NT-236



- ▲ Red: ERGO-1010PT-236
- ▲ Royal Blue: ERGO-1050PT-236
- ▲ Black: ERGO-1099PT-236

\* Additional colors & customization available

## FEATURES

- 1 3-point child resistant buckle adds higher degree of safety and provides added strength when needed.
- 2 Quick click one piece fastening system simply clicks on without the use of tools.
- 3 All components are microbial resistant and nontoxic.
- 4 One year replacement warrantee.
- 5 UV resistant and colorfast.
- 6 Instructional material included with each shipment.
- 7 Meets the strict third party testing certification requirements of the CPSIA
- 8 Meets ASTM F2372

# PROMPT SAFE BEHAVIOR



When it comes to in-store child safety, one of the single most important practices a retailer should undertake, in conjunction with providing shopping cart seat belts, is to alert parents of the potential dangers associated with shopping carts when not used properly.

Safestrap Company has developed a wide range of pre-printed in-store signs and employee training materials to help aid retailers in creating a safer shopping environment for parents, children and themselves.

Parents have come to depend on “rules” for children when in public places to reinforce their safe behavior. And, for the parent who is not aware of the dangers associated with shopping carts, in-store prompts can be an effective way to educate and remind them of their responsibility too.

Call Safestrap Company and speak to a representative about your in-store signage needs. All materials can be custom imprinted\* with store logos for a customized look.

## INSTRUCTIONAL LITERATURE / INSPECTION / MAINTENANCE

Shopping cart safety for children is becoming a major issue for retail executives nationwide.

Over the past decade, the legal environment has been defining retailer responsibility where children and shopping carts and accidents are concerned. There is no doubt that parental supervision plays an important role in preventing accidents, however, there is more that retailers can do to protect *themselves* while helping keep children safe in shopping carts.

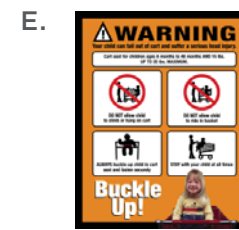
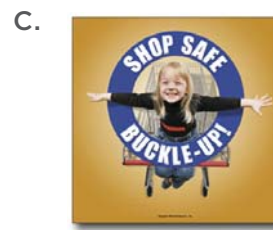
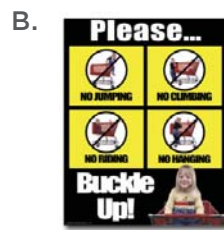
Safestrap Company is more than just a safety equipment manufacturer. We offer a complete safety program that retailers can document and incorporate into their safety operations. Other materials Safestrap has to offer are:

### STORE LEVEL

- Shopping Cart Seat Belt Installation Instructions
- Safety Inspection and Replacement Instructions and Guidelines for Safestrap Shopping Cart Seat Belts
- Customer Service Hotline
- Out of Service Warning Tape
- Warning Poster, Consumer Prompt, and Take-One Brochures

### CORPORATE LEVEL

- Shopping Cart Seat Belt Installation Instructions
- Safety Inspection and Replacement Instructions and Guidelines for Safestrap Shopping Cart Seat Belts
- Customer Service Hotline
- Certificate of Insurance
- Replacement Warranty



**A. Shelf Wobblers:** 4.25" x 9.75", Adhesive Backing Sticks to Shelf, Reminds Parents to Keep Children Buckled Up While Shopping Around Your Store, Item #SAF7000 **B. Shopping Cart Safety Prompt Poster:** 22" x 22", Universal Language, 4-Color Graphics, Reinforces Proper Behavior, Heavy Duty, Long Lasting Vinyl, Item #SAF3000 **C. 3M Floor Sticker:** 22" x 22", Reminds Parents to Shop Safe When Entering Your Store, Child Friendly, Includes Installation Kit, Apply By Carts, Item #SAF1000 **D. WARNING TAPE:** Alert Consumers and Employees of Carts and Restraints, Requiring Maintenance, 100 yards per roll, Item #SAF9000 **E. WARNING POSTER:** 18" x 22", Universal Language, 4-Color Graphics, Heavy Duty, Long Lasting Vinyl, Meets ASTM F2372-04, Item #SAF8000 **F. Take-One Brochure:** 3.5" x 8.5", Informative for Parents, Item #SAF6000



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Safestrap® Shopping Cart Seat Belts Are Covered by U.S. Patents with U.S. and Foreign Patents Pending.



Certification



Chairman's  
Commendation Recipient



Certification



Member



Certification



Certification



Certification