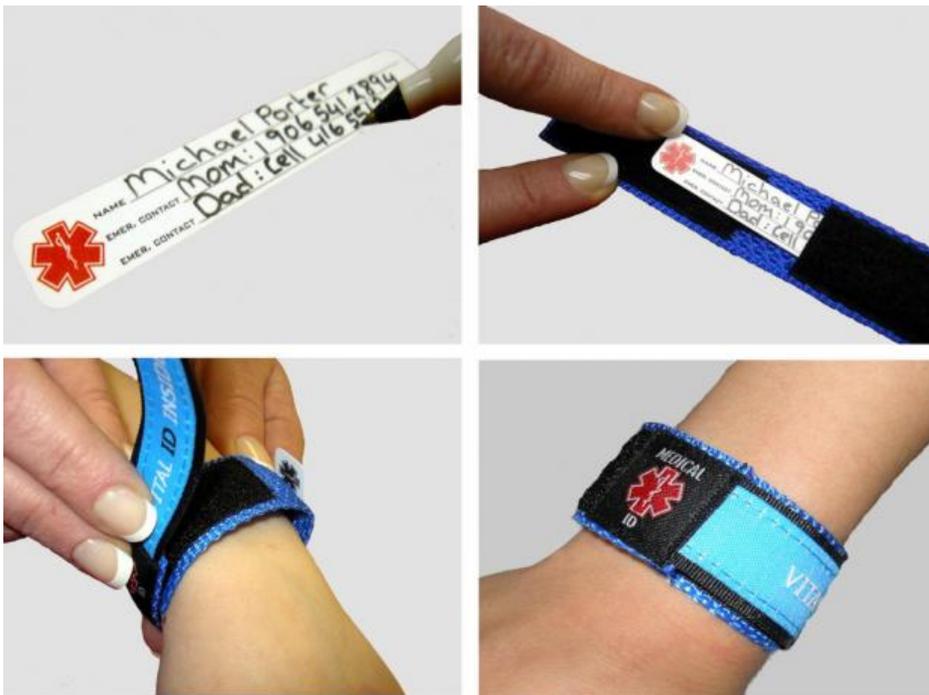


## Forget cats and dogs - it's time to tag your toddlers...



SAFETY FIRST: An example of wristbands which can be worn by children to keep track of them

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WE'VE all heard of chipping your cats and dogs – now a Rossendale firm is tagging your toddlers.

Ahead Solutions, which is based at Carr Farm Close in Rawtenstall, has developed a new clothing range which helps lost children to be quickly reunited with their parents.

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The firm has embedded tags into garments, which allow anyone finding an unattended child to dial parents directly in an emergency using a smartphone.

The app-free system may alert emergency services or of any medical conditions they have, or medications they or avoid.

Director Lee Cunningham said the secure embedded ID tag can only be read at point

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blank range by almost touching the ChildSafe ID logo with the Smartphone; the reading phone must be within 2cm of the logo; it cannot be scanned from a distance.”

The company has been helping parents protect the safety and security of their children and in January 2015 it developed a smartphone readable child ID wristband.

Mr Cunningham said: “Child ID wristbands have been popular over recent years with parents who want their children to carry their contact details.

“However, ChildSafe garments provide a much safer system. Children do sometimes remove their wristband and a busy or preoccupied parent may not notice until it’s too late. That’s potentially disastrous.

“But a child would be unlikely to remove their T-shirt and if they did, mum or dad would surely notice.”

The firm was founded in 2009 with a single product, using Menthogen as a cure for scalp itches suffered by people who wear helmets, from bikers and cyclists to water-skiers and snowboarders.

Mr Cunningham said: “Wearable technology should be practical and purposeful.

“ChildSafe ID’s ability to provide an abundance of vital contact and/or medical information in an emergency situation provides welcome reassurance to parents. It’s an excellent example of where the application of technology into garments is useful, perhaps even essential.”

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