

# 4 REASONS

why  is  
the best option  
for your child

Safe-n-Sound Child Seat manufacturing processes are the most stringent in Australia delivering the best quality product.

REASON

1

Our laboratory, also known as Quality Evaluation and Standards Testing (QUEST) Centre, operates one of only four crash-test sleds in Australia and we are the only company in Australia that can test its own products. Our testing facilities help us to test, build and innovate so our products continue to save lives.





QUEST Laboratory (Melbourne, Australia)

## What's more, we crash-test Child Seats on site every production day.

Our engineers crash-test our seats daily. It works out that 1 in every 1000 seats are selected.

**Our tests are filmed, recorded, and we assess how our child dummies head and body move, how the Child Seat shell flexes, how the harness, buckle and mountings perform.**

Our engineers are meticulous, and our processes are continuously monitored and improved.



### QUICK FACT:

**Safe-n-Sound is the only Child Seat manufacturer in the Southern Hemisphere with a crash test facility.**



**We test and re-test everything thoroughly.  
So thoroughly, in fact, that we exceed  
Australian standards.**

**For example:**



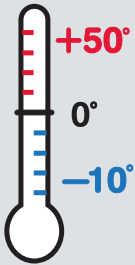
**We sample test each batch of harness buckles to  
open and close 50,000 times.**

**That is, 45,000 times more than  
required by the Australian Standard.**

**Our manual harness adjusters are sample  
tested by pulling the harness through the  
adjuster 20,000 times.**

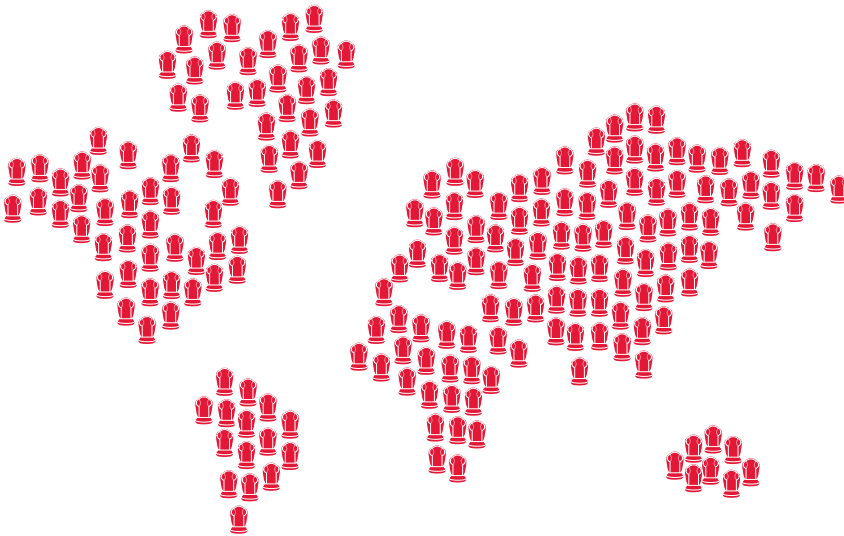
**That is, 15,000 cycles more than  
required by the Australian Standard.**





## DID YOU KNOW?

We are the only Australian manufacturer who confirms our Child Seat designs by crash-testing seats once they have reached extreme temperatures. This way we know your Safe-n-Sound seat will work whether you are travelling near the snow caps of Australian Alps or the scorching deserts of outback Australia.



Our QUEST centre is capable of conducting tests to Australian Standards AS/NZS 1754, and AS/NZS 3629.

**We can test to the European, USA, Canadian, South Korean, Japanese, Taiwanese and Malaysian Standards. Our Child Seats are now being exported throughout Asia.**

Safe-n-Sound understands how to protect a child in a crash better than anyone else in Australia and we use this knowledge to design Australia's safest Child Seats.

REASON

2

**Every Safe-n-Sound Child Seat combines the experience of over 40 years focusing on Child Seat Safety.**



Robot Cell (Melbourne, Australia)








## Our innovations include:

Assembly Area (Melbourne, Australia)



We have been building Child Seats longer than anyone in Australia. In fact we were first to manufacture and gain certification by Standards Australia in the Australian market when the Australian Standard for Child Seats was created.

**Since 1969 we have designed and built nearly 8 million Child Restraints, providing safety for millions of Australian children.**

1974	Our <b>Baby Safety Capsule</b> was the first Infant Seat to take up one seating position in a car.	
1976	We were the first to implement <b>Upper Anchorage Strap/ Tether Strap</b> .	
1984	Our Baby Safety Capsule received the <b>Price Phillip Design Award</b> for best design.	
1987	We designed the first plastic molded <b>Booster Seat</b>	
1989	We introduced the first <b>Convertible Restraint</b> to the Australian market.	
1998	We introduced the first <b>blow-molded Convertible Booster Seat</b>	
2000	We introduced the <b>SLIDEGUARD Clip</b> .	
2004	We introduced <b>AHR technology</b> , Australia's best side impact protection.	
2005	<b>Protecta Harness</b> introduced for use with harnessed boosters	
2009	<b>Improved AHR Tilt &amp; Adjust</b> avoids re-harnessing of the seat, making it easier to use	
2010	<b>Side Impact Cushion Technology</b> Side Impact Cushion Technology dramatically reduces the energy felt by your child; lowering crash forces to a safer level.	
2011	<b>More to come....</b>	



## Safe-n-Sound is part of one of the largest global Child Seat companies in the world.

Safe-n-Sound is a member of the Britax Childcare family, which is headquartered in London. Britax is a global leader in Child Car Seat design and manufacturer.

Britax work closely with vehicle manufacturers worldwide to encourage design improvements that enhance the performance of Child Seats.

**Together Britax and Safe-n-Sound are driven to innovate, bringing the world's best designs to practice.**

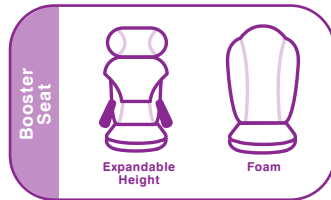
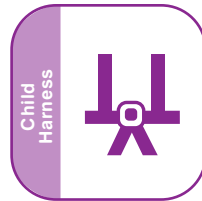
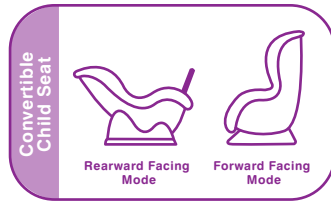
**To Australian families this means being able to provide the safest possible Child Seats for your child.**



We are market leader in Australia, offering the largest range across all Child Seat categories. Whether you're buying for a new arrival or for a toddler...you'll find a Safe-n-Sound product to suit.

Distribution Centre (Melbourne, Australia)

Our range includes Infant Carriers, Convertible Child Seats, Forward Facing Child Seats, Harnesses Booster Seats, Boosters Seats, Child Harnesses and Accessories. We provide car safety for children between birth and 32kgs (approximately 10 years old).



**Safe-n-Sound innovations  
and technologies help save  
children's lives and help to  
reduce serious injury.**

**REASON**

**3**

**Rather than refining existing  
Child Seat technologies,  
Safe-n-Sound have listened,  
questioned and pushed the  
boundaries to create safer  
products.**

Each day we are looking to create safer Child  
Seats, which are more comfortable for  
children and easier for carers to use.

## SIDE IMPACT CUSHION TECHNOLOGY™

### NEED:

Given the increasing incidents of side impact crashes and the fact that vehicles provide less protection in this type of accident, we needed to find a way to reduce the impact forces on your child.

### SOLUTION:

Side Impact Cushion Technology has been specifically designed to absorb side impact crash energy. As the cushion compresses it dispels air at a controlled rate, absorbing the crash energy, reducing forces felt by your child. We can measure head accelerations and know that the Platinum AHR Air Cushion accelerations are lower and dispersed over a longer period of time than any other seat.

## SLIDEGUARD™ CLIP

### NEED:

The current Australian Standards testing use rigid dummies which don't slump, slouch or cry. Real life isn't exactly like this; many children wriggle or slump causing the seat belt to sit on their abdomen rather than across their hips and thighs. If the seat belt sits on abdomen in a crash your child is at risk of serious internal injuries or death. This is often called submarining.

### SOLUTION:

The SLIDEGUARD™ Clip positions the lap-belt of your vehicle correctly over the hips and thighs, and prevents your child from sliding forward during trips or submarining in a crash. No other so-called "Anti-Submarining design" can ensure the lap-belt is correctly positioned at all times.

## PROTECTA™ HARNESS

### NEED:

When fitted over the top of Booster Seats our Child Safety Harness is loose around the ears of the child. We needed a better fitting Harness.

### SOLUTION:

The Protecta Harness, which includes a frontal harness adjuster, allows parents to install the harness through slots of Harnessed Booster Seats and Expandable Booster Seats which means that the harness fits snugly on the child's shoulders.

## AHR TILT & ADJUST™ TECHNOLOGY

### NEED:

Our AHR Technology has provided valuable side impact protection but how can we make it easier to adjust with less chance of misuse.

### SOLUTION:

The AHR Tilt & Adjust headrest grows with your child to provide optimal head protection all of the time. As you raise the unique AHR Tilt & Adjust headrest the harness shoulder straps will reposition, thus making it safer and easier to use.



Safe-n-Sound care  
about your peace of  
mind and your child's  
comfort and safety.

REASON

4



**Pictured:**  
Jen's badly damaged  
car after the accident

“

The rescuers, Ambulance Officers, Police and Hospital staff all said that the car seat saved my daughters life. Thank you soooo much. She is only two and walked away from the car accident with only a scratch on her cheek, and 1 scratch on her hand. The rescuers found her dangling in her car seat sideways safe and sound.

”



Yours Forever Grateful,  
Jen Cooksey and Family

**You may think it won't happen to you.  
After all, what are the chances?  
But what if it does?  
What if you're involved in a crash?**

**Did you know the AS/NZS1754-2004 Safety Standard advises all users of Child Restraints to “Destroy the entire restraint if it has been in use in a severe crash, even if no damage is obvious”?**

Rest assured - if you've purchased a Safe-n-Sound Child Restraint and you have been involved in an accident you may be eligible for a suitable replacement. The Safe-n-Sound Crash Exchange Program is a voluntary program designed to ensure our children are safe and any seats that have been involved in a severe accident are taken out of the market. For peace of mind – look for this logo.



Conditions apply, visit:  
**[www.britax.com.au](http://www.britax.com.au)**

## TIPS:

**Child Restraints 10 years or older should not be used. We recommend replacement at 10 years, due to deterioration of the plastics used in construction of**

**modern restraints. A Child Seat may become brittle over time, and simply will not provide the same level of protection against impact.**



### **We know all about accidents, even little ones...**

That's why our range of fabrics cope with almost anything children can drop on them. Safe-n-Sound trims are removable and most are machine washable (Refer to washing instruction on product) and if you find that your accident may be beyond repair we also sell replacement trims. Simply enquire with our Customer Service team for clarification on model and compatible trims.



We also know that Safe-n-Sound Child Seats are loved by Mums and Dads Australia wide for comfort and putting their child to sleep!!

### **Why? Because Safe-n-Sound trims offer superior comfort; they are plush and provide additional padding.**

Depending on the model, you will find that fabrics have been selected based on feel and softness on your child's skin.

## ! IMPORTANT

Before you use a second hand or hand-me-down Child Restraint, ask:

Has it been in an accident?

Has it been stored correctly while not in use?

Child Restraints cannot be checked visually and therefore it is important to know their history.

Hence, we do not recommend the use of second hand Child Restraints as the full history of the restraint may not be known. Second hand Child Restraints may not contain all the safety features of the latest Australian Standard.



**For absolute peace of mind, our warranties provide extended protection on all elements of the seat.**

- 2 year warranty period on fabric covers, comfort pads and padding.\*
- 5 year warranty period on all other components of our Harnessed Seats.
- Should your restraint include speakers in the head rest we provide a 6 month warranty on the speaker attachments.

\* Conditions apply.



On top of this our Customer Service Team is trained to answer your questions before and after you have purchased our product.

**For assistance,  
call Customer Service on  
1300 303 330 (Australia)  
0508 688 822 (New Zealand)**



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[britax.com.au](https://britax.com.au)



1300 303 330

**Britax**



Britax Childcare Pty Ltd (Customer Service 1300 303 330)

Britax Childcare (NZ) Ltd (Customer Service 0508 688 822)

For our entire Safe-n-Sound product range, visit [www..britax.com.au](http://www..britax.com.au)

We reserve the right to alter these products without notice. Fabric and colour may vary from images shown.

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