

Safe-n-Sound and Steelcraft Win Australian Design Awards

Safe-n-Sound and **Steelcraft** have continued with the tradition of being recognised for innovation and good design, each winning an Australian Design Award.

Safe-n-Sound, Australia's leading manufacturer of child car seats, won an award for the Platinum AHR Air Cushion child car seat. The innovative Platinum AHR Air Cushions are designed to minimise energy felt on a child's head, reducing crash forces to a safer level. Combined with **Safe-n-Sound**'s award winning AHR (Active Head Restraint) technology, a child's head is both cushioned and contained during a crash. These two technologies work together to make this the safest child convertible seat in the Australian market today. **Safe-n-Sound**'s Managing Director, Mr Jeff Darmanin, said "this Award acknowledges the hard work and ingenuity of the Sunshine based work force of over 200 people". He also said "it was an honour to manage such a great team" and that "the award was proof that manufacturing and innovation are still alive in Australia".

Steelcraft, impressed the Australian Design Award judges with the compact **Steelcraft** Agile Travel System (stroller and infant carrier). The light weight, simple one-lift fold stroller makes it easy to transport your child while out and about, and the infant carrier ensures the child's safety while travelling in the car. Ms Janelle Parkinson, **Steelcraft** Product Director said "Australian consumers have embraced the travel system concept and the **Steelcraft** Agile provides a great light weight option".

The Australian International Design Awards acknowledge excellence in Australian design and innovation across all industry sectors. This year the awards attracted a record 325 entries across nine categories. For a product or service to qualify for the Design Award trademark, it must exceed the five criteria for good design. The Design Award Trademark represent's excellence in form, function, quality, safety, sustainability and innovation – the cornerstones of good design.

✓ A History of Award-Winning Designs

- 1984 — **Safe-n-Sound**'s most well known product, the Baby Safety Capsule received the Prince Phillip Design Award for best design.
- 2004 — The Baby Safety Capsule was honoured with a postage stamp recognising the product as one of the great Australian Innovations.
- 2006 — The Meridian AHR Active Head Restraint technology, received an Australian Design Award. AHR grows with your child, containing and protecting their head in a side impact collision
- 2010 — The easy to adjust Meridian AHR Convertable Car Seat received an Australian International Design Mark.
- 2010 — Hi-Liner SG Booster Seat, featuring the lifesaving SLIDEGUARD clip, received an Australian International Design Mark.
- 2011 — Results have exceeded all expectations, with Britax winning two Australian Design Awards for the **Safe-n-Sound** Platinum AHR Air Cushion Car Seat and **Steelcraft** Agile Travel System. The **Safe-n-Sound** Meridian AHR Tilt & Adjust Convertable Car Seat and Hi-Liner SG Booster Seat were also recognised with Good Design Awards.

✓ About Safe-n-Sound and Steelcraft

- **Safe-n-Sound** and **Steelcraft** are brands of Britax Childcare Pty Ltd (Britax Australia)
- Britax Childcare Pty Ltd is a part of the Britax Childcare Group, a leading global manufacturer of premium branded children's car safety seats with facilities in Europe and North America.
- All Australian seats are designed and manufactured at the Sunshine facility, in Victoria. The business employs 200 people at its facility in Sunshine.
- Britax Australia is differentiated from its peers by its focus on children's car seats and its origin in car safety engineering, Britax Childcare has leveraged its global in-house assembly capability, unrivalled product testing facilities and award winning design function to become the world's leading expert in children's car seats.
- Britax Australia exports child car seats to South Korea, Malaysia, Hong Kong, Singapore, Thailand, Taiwan and China.



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