

# Arte Viva's child safety products

# Finger Alert door safety strip

A flexible strip which is fixed between the hinged side of a door and door jamb preventing children's fingers from getting caught or pinched.



# Why Finger Alert?

In France, the United Kingdom, the Netherlands and many other countries in the world injuring fingers indoors is one of the top 5 causes of household accidents for the under 5's requiring First Aid treatment.



# Finger Alert versions

- Finger Alert 110 degrees
- Finger Alert Professional 180 degrees

# Markets for the Finger Alert (both versions 110-degree and 180 degrees Professional)

## Professional

1. Day-care centres
2. Nurseries
3. Kindergartens
4. (Pre-)schools
5. Theme parks, restaurants etc

# Trends in the markets:

- Child safety is becoming a more important issue around the world.
- In many European countries and many other nations world-wide door safety strips are obligatory at day-care centres, kindergartens, etc.

# Trends in the markets.....cont'd

- Should a child get its fingers caught in a door at a day-care centre, kindergarten or theme park, the organization in charge may be held liable for all costs and expenses.
- Due to the ageing of the population, more women will be required to work outside the home. This goal can be achieved by providing more and better day-care facilities.

# The benefits of the Finger Alert 110-degree version

- Very easy to install
- Special grooves for screws. (essential for nurseries, day-care centres, etc.)
- Durable



# 110-degree version..... (cont'd)

- Two different strips for the door:
  1. one wide strip for the gap side of the door, and
  2. one narrow strip for the hinged side of the door
- Standard lengths: 1.2 , 1.5 and 1.8 meters (custom made lengths possible)
- Available in transparent or white.

# The benefits of the Finger Alert Professional version:

- It consists of 1 wide strip (inside the door), 1 narrow strip (hinged side of the door) and 2 click strips.
- Successfully tested with 200.000 opening and closing movements.
- Very easy to install.
- Due to the special construction, the Finger Alert strips are more durable.
- Available in white, black, brown or anthracite.



**FINGER** PROFESSIONAL  
**ALERT**

# Benefits Finger Alert Professional ..... (cont'd)

- Opening angle 170 to 180 degrees! (for normal standard doors)
- Standard lengths of 1.8, 1.95, 2.29 and 2.45 meters. (custom made lengths possible)
- Designed especially for the professional market!
- Due to click system, main strip can be removed temporarily for door maintenance



# Finger Alert additional information:

- Finger Alert (110-degree version) introduced in 2000
- January 2008 introduction of white colour.
- August 2009 introduction Finger Alert Professional.
- Sold in over 40 countries around the world
- Probably the best selling door safety strips in the world!



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# Corner Guards 2 versions:

- CornerGuard Transparent
- CornerGuard Deluxe

# Corner Guards:

- A strip that can be stuck on any 90 degree sharp wall corner, window sill, table edge, etc



# Why CornerGuards?

- Children tend to fall. The younger they are, the more they lose their balance. Sharp corners and window sills can cause serious injuries!



# Benefits of the CornerGuards both versions:

- Favourable pricing
- Shock absorbing abilities
- Sturdy shockproof material
- Durable
- Environmentally friendly material
- Easy to clean
- Withstands temperatures up to 110° degrees Centigrade!





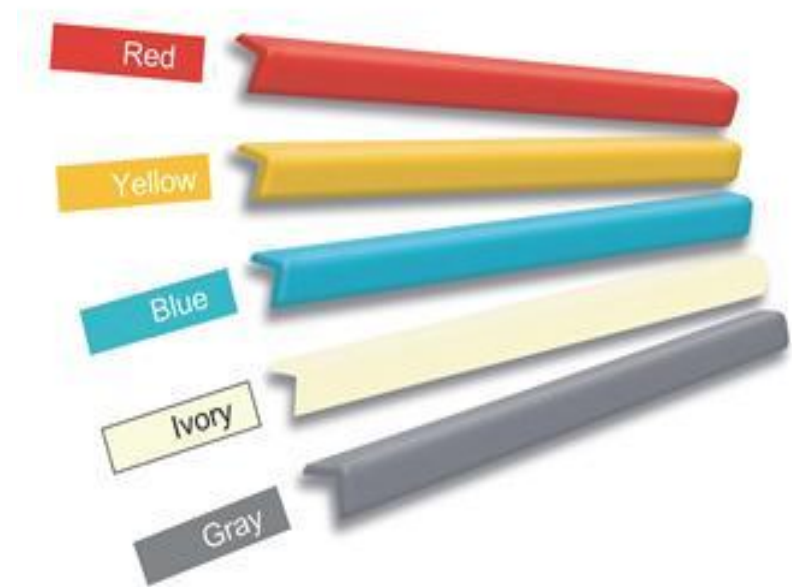
# Corner Guard Transparent :

- Available in 1 mtr and 1.2 meter
- Transparent
- Indoor use only



# Corner Guard Deluxe :

- Available in 100 x 6,1 x 6,1 cm
- Colors: red, blue, grey, yellow and ivory
- Indoor and outdoor use
- Flame retardant
- made of integral skin urethane



# Conclusion:

- The Corner Guards have a lot of market potential.
- Although there is an awareness of the need for Corner Guard, there are no affordable strips available
- Very favourable pricing

# What can Arte Viva offer?

- Innovative child safety products in a niche market
- Favourable prices
- Delivery from stock and fast despatch
- Products sold in over 40 countries on 5 continents



For more information:

[www.arteviva.nl](http://www.arteviva.nl)