

PRESS INFORMATION

Competence Center Child Safety

August 2007

The brand new Storchenmühle Ipai – optimum safety, trendsetting innovation and highest comfort presented in modern design

Marktleugast / Germany, August 2007 – The new Storchenmühle Ipai celebrates its launch at the Kind + Jugend Fair in Cologne. A new child safety seat for children between 15 and 36 kg with many new refinements from the Competence Center Child Safety

The new Storchenmühle Ipai has a unique air ventilation system with areas of mesh material in the cover. Heat can be transported outwards from the interior of the seat through ventilation slots in the styrofoam and side bolsters. The seat cushion of the Storchenmühle Ipai is cushioned with high-quality ventilated foam used in the automobile industry, which guarantees air circulation. This prevents children from sweating and provides a comfortable seat climate.

The safety of the seat construction ranks first in the minds of Storchenmühle designers and engineers. The energy absorbing side bolsters in the shoulder and chest area offer excellent side impact protection and the fixed armrests ensure maximum side impact protection.

The Storchenmühle Ipai can be adjusted to the height of the growing child by an easy 'one hand' adjustment of the headrest to one of the 11 height positions. A height scale at the headrest's side provides a simple guide for complete ease of use. The cover can be easily removed and is washable at 30° C.



The Storchenmühle Ipai can be adjusted to the resting position by means of releasing a bracket at the rear of the seat which provides extra comfort for the child on long journeys.

The Storchenmühle Ipai is also available in a Seatfix-version – the Storchenmühle Ipai Seatfix. As well as using the vehicle's 3-point-belt the Seatfix version is fixed to the vehicle's Isofix-anchorage-points via its integrated connectors. This has a series of advantages; namely the reduced forces on the child in the event of a side impact because the seat does not tilt to the side. In the case of a front impact the Storchenmühle Ipai Seatfix offers the highest protection for the child. The connectors have been engineered to allow the child and seat to travel in a frontal impact, the load forces are absorbed and the dangerous "submarining" of the child's body under the lap is avoided. Another advantage of the Isofix-Connectors is that the seat, when unoccupied, is firmly fixed to the car, thus the seat does not become an unintentional "missile".

The Storchenmühle Ipai / Ipai Seatfix is suitable for children between 3 ½ and 12 years (15 to 36 kg) when children become secured in child safety seats with the cars own 3-point-belt.

Both child safety seats are available from autumn 2007. The optional footrest will be available during the second quarter 2008.

Storchenmühle – quality, that you can simply trust.

Figures:



Fig. 1: Storchenmühle Ipai, "pink-flower"



Fig. 2: Storchenmühle Ipai Seatfix, "cool-blue"



For the editorial office:

Number of signs (incl. blanks): 2.762

Press contact:

Bianca Langheinrich

Tel.: +49 (0) 92 55 / 77-27

E-Mail: blangheinrich@storchenmuehle.de

About the company:

The history of the company Storchenmuehle began in 1949. The company was named after the restaurant in which the couple, Irmgard and Hans-Joachim Kauffmann, first decided they would sew fittings for prams, shortly afterwards followed the production of baby clothes. A very special milestone was the first worldwide child safety seat Nicki, which celebrated its premiere in Germany in 1963. In 1979 Storchenmuehle started producing wooden highchairs and playpens in the newly built wood plant.

Today, in the Competence Centre Child Safety in Markleugast, Germany approximately 120 people are employed producing child safety seats for children from birth to 12 years, as well wooden high chairs from German beech.