

Confidential

Proposal of our Simple, A4 File-case Shaped, and Disaster-prevention Helmet

Makito Comfort Company

[Company Overview]

Our mission is to provide support for evacuees escaping from a vulnerable situation while on the go at an early stage of disaster

Company overview

Company Name	Makito Comfort Company
Established	August 1950
Location	<ul style="list-style-type: none">Head Office: 2-13-2 Sonoki, Kounan Ward, Niigata City, Niigata
Business Domain	Manufacturing and Wholesale

Products

■ Portable disaster-prevention helmet

➤ **A4 Shelter Tough**



➤ **Example for use**



In the event of disaster, only things at hand can be used.

“When disaster hits you, things at hand will be more useful than any disaster-prevention goods that are not at hand.”

[Problems Facing our Customers, their Needs, and our Solutions (Products)]

Helmets provided by a company or school are inefficient in portability: those helmets are to be placed at a predetermined place, and thus are useless as a disaster-prevention item in our daily lives.

Problems Facing our Customers, their Needs, and our Solutions

Problems facing our customers and their needs

- There has been no way to support disaster prevention for employees working outside as well as commuters.
- It would be rude if a sales representative brings his/her own helmet to a meeting room at his/her customer's company.
- It would be bizarre if an employee brings his/her own helmet into a meeting room even at the company he/she works for.
- Our company wants to provide support for evacuees from various angles.

Our solutions

- **A4 Shelter Tough**
 - A4 file-case shaped helmet with a thickness of 18 mm
 - Easy to put in a bag or school backpack for carrying anytime
 - The LED light attached to the file case is to be placed around your eyes when you wear the file as a helmet. A manual for disaster is contained in the file case.



Are you prepared for emergencies?

A4 Shelter Tough does not occupy a lot of space inside your bag for a daily commute.

A4 Shelter Tough does not occupy a lot of space inside your bag for a daily commute.

- “Disaster-prevention Card for Myself” is a manual for disaster in emergencies.



[Background of Development of A4 Shelter Tough]

- Disaster-prevention measures will be of no use if such measures cannot be observed easily, because no one can tell when a disaster will hit.
- It is not suitable in our daily lives to use a disaster-prevention item which is so conspicuous that not only you but also people around you feel stressed about.
- This A4 file-case shaped item has been produced under the concept of “disaster-prevention measures taken in a casual way.”

Background Story of Product Development

- **The triangle shape of this product is developed upon women’s request that their faces and necks be protected from broken pieces of fluorescent lights. This triangle shape of A4 Shelter Tough is advantageous in that it can cover wide areas of an evacuee’s head without obstructing his/her evacuation.**
- **Even with a solidly-made helmet, it will be of no use if shock directly leads to the neck. The shock may make a user crouch down. Therefore, we have adopted a concept called “Shock-Off”, that will diffuse as much shock as possible to reduce direct shock on the neck.**

Comparison of the area that covers a user’s head between A4 Shelter Tough and a normal helmet



Comparison of the area that covers a user’s head between the product and a helmet



With this triangle shape, A4 Shelter Tough can widely cover the neck of a user.

What is “Shock-Off,” reducing direct shock on the neck?

The head part that usually receives the most intense shock is in the shape of a line; chances of receiving a direct shock in this part are low.

If a falling object hits a slope part, the shock will be diffused outward.



If a falling object hits the front of the file case, off the top of the head, the file case will tilt forward and thus shock will be diffused.

If a falling object hits the back of the file case, off the top of the head, the file case will tilt backward and thus shock will be diffused.

If a falling object hits the center of the line of the file case, the shape of sloping parts will be crooked and thus absorb shock, reducing direct shock on the neck.



[Details of Our Solutions (Product)]

Compact in size, the following items are accessories to provide support for evacuees at an early stage of disaster.



- A whistle for emergencies is included.
- The LED light that will be placed around your eyes when in use is attached to the file case. This light is detachable. AAA batteries, which are needed for this light, are not included.
- A multi-purpose plastic sheet, 120 cm x 120 cm in size, is included.

Value propositions

1

One of the most compact helmets among foldable helmets, with a thickness of 18 mm, achieving excellent portability.

2

Only A4 Shelter *Tough* has adopted the “Shock-Off” system that can reduce direct shock on the neck.

3

The body of A4 Shelter *Tough*, which is transparent, is suitable for collective behavior in that the “Disaster-prevention Card for Myself” carrying the ID photo of a user can be easily checked without opening the file case.

Benefit to End-Users

- End-users can get prepared for disaster prevention in our daily lives in a casual way.
- Only with this item, can end-users receive multi-purpose support for evacuation at an early stage of any emergency case.

Benefit to Distributors

- Distributors can sell this item in bulk to an organization, such as a company or school.
- A distributor can add its own value to this item by updating and editing “Disaster-prevention Card for Myself” according to the latest situation.

Benefit to Countries and Society

- By protecting themselves from danger inflicted by disaster with the use of A4 Shelter *Tough*, users of this item can then help other affected people, contributing to social cooperation.
- The “Disaster-prevention Card for Myself” is cost effective in that it can contribute to life-saving activities by leading “self-help” to “social cooperation” without any money-consuming method.

【Media Exposure】

Our products have been exposed through a variety of media, including TV, newspapers and magazines.

“ASACHAN”, TBS on October 16, 2014



“Hodo Station”, TV Asahi on July 12, 2015



“ZIP”, Nippon Television on July 9, 2015



The Nikkei newspaper on August 26, 2015

Nikkan Gendai newspaper on September 2, 2015

“Shibu 5-ji”, NHK on July 8, 2015



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