



BFLS & S

THE PUBLICATION FOR DISTRIBUTORS & MANUFACTURERS OF BUSINESS PRODUCTS

Philadelphia, PA
July 20, 2006

upfront

mystery product revealed

SOS Alert Products,

a division of Sonoma Pins, Sonoma, Calif., presents the Slim Line DataTag, an ultra-thin, super-light plastic shell housing a high-capacity, 128MB USB flash mem-

ory module loaded with SOS' software. The software facilitates the recording of individuals' personal identification, emergency contacts, allergies, medical history, a health log, medications, diseases and an immunization record. There is also enough memory capacity to upload medical imaging files, such as X-rays and MRIs. The product has been endorsed by the Alzheimer's Foundation of America.

Weighing just .3 oz., it is designed to be worn on a chain around the neck allowing access to important medical information whenever a crisis may strike. Made of durable ABS plastic—an easily machined, tough, rigid thermoplastic material with high-impact strength—the shell is embossed with the instantly recognized Star of Life symbol on one side. Color choices are gray, red and blue. The back of the plastic shell can be customized with an association or company logo.

DataTag is also available in a standard style, which features a soft, durable, water-resistant PVC shell, and contains a 64MB USB flash memory module.

For more information, visit www.sosalertproducts.com or call (800) 951-3141.

Visit www.bfls.com/infocenter and enter #200

