

February 2010  
\$9.00 USA

# Travel Goods

SHOWCASE

## Relief Pod International

WITH THE RECENT EARTHQUAKE in Haiti foremost in people's minds, the timing of Relief Pod's Travel Goods Show debut couldn't be more fortuitous. The company's motto, "Preparedness on Demand," couldn't seem more timely.

Relief Pod's signature item isn't something you'd find in a travel store — it's for large-scale, government-level emergency preparedness, the kind of thing you airdrop to provide food, shelter and medical care (it even turns into

a stretcher) to provide basic survival elements, the kind of thing you'd need to survive that critical 24- to 72-hours after a big disaster.

"We took that same concept and expanded it into the mass market, on an individual scale," said Relief Pod's president, Debbie Coleman. "Everything is organized and color-coded — first aid is red, tools are yellow, food and water are blue, etc. These kits organize and guide you through an emergency, whether it's natural disaster, fire, or terrorism; in these situations there's something that prepares you for individual self-sufficiency."

With Relief Pod kits small enough to fit in a file folder for the workplace; to travel-size kits that go in a suitcase or car, the company is really living up to its motto — preparing the world one kit at a time.



Relief Pod's portable, personal-size kits are personal survival units, designed to get you through that critical 24- to 72-hour window it takes for help to arrive. That's peace of mind while traveling — or at home.

# Jam-Packed!

## The 2010 Travel Goods Show

- Hundreds of Exhibitors
- Thousands of Products
- Three Days to See It All

## March 2-4 in Las Vegas

