



US and Foreign Pats. Pend.

4.75"

IMPRINTED LOGO



8"

EMBOSSSED LOGO



To download single adjuster images
go to [PROMOTIONAL PAGE](#)

NOTE: The yellow imprinted adjusters are for **illustration** purposes only. The embossed logo adjusters come in the retail package. Yellow imprinted adjusters are available by special order request. **Scroll down to see the retail package.**

NEW BRAND **Buckle-Up**
...reminding you to be Safe every trip!

SEATBELT-ADJUSTER

ADJUSTS SHOULDER BELT OFF NECK AND CHEST

BEFORE **AFTER**

slide to adjust

SAFETY TESTED
FOR 50 LBS OR 6 YEARS+
IN A BOOSTER SEAT

- Comfort at last • One year guarantee
- Clips on, Easy to use • Say farewell to neck rash
- Great on long distance travel • Works great with children

SEATBELT ADJUSTER™

2 - PACK see instructions on back...

US and Foreign Pats. Pend.

NOTE: The seatbelt adjusters come with the **Buckle Up logo embossed** on the tongue of the adjuster. For an extra cost we can **imprint** the Buckle Up logo in yellow. See Illustration on the right hand side.

Buckle-Up
...be SAFE every time!

#1 BEST SELLER!
OVER 10 MILLION SOLD!

Crash Tested To U.S. Government Reg. FMVSS-213 Standards!

- Adjusts shoulder belt off the neck
- Clips on permanently - easy to use
- Provides personalized driving comfort

SAFETY & COMFORT FOR THE FAMILY

The National Highway Transportation & Safety Administration Says:

- Over 56% of teenage fatalities were **UNBUCKLED**.
- There are 45%-60% **FEWER FATALITIES** when passengers wear both lap and shoulder belts.

for more info visit: www.nhtsa.gov/Safety/CPS

HELP SAVE LIVES

The **Buckle Up** brand of products are designed for parents to use and to give to their teenage drivers to **REMIN**d them to **BUCKLE UP** every trip, every time.

INSTALLATION INSTRUCTIONS:
Buckle your seat belt and make sure the seat belt is not twisted.

Step 1 Slip the Seatbelt Adjuster over the top side of the lap belt portion of seat belt (see figure 1) and then snap the locking tab into the bottom of the main frame of the Adjuster by firmly squeezing with both hands until you hear a loud click sound.

Step 2 Slip the shoulder strap under the front tongue of the Seatbelt Adjuster (see figure 2).

Step 3 Then slide the Adjuster away from the seat belt buckle to a comfortable position until the shoulder strap is away from your neck and/or breast area (see figure 3). The Adjuster **remains fastened to the lap belt permanently** and should not be adjusted more than 3" to 5" away from the seat belt buckle when in use. The proper use of the Seatbelt Adjuster will add comfort while driving.

FOR PROPER USE OF BOOSTER SEATS AND PLASTIC CLIPS visit: www.iihs.org/research/topics/boosters/default.html. **The Seatbelt Adjuster has been tested for adults and children over 50 lbs and/or 6 years plus in a three-point restraint system.** On impact of 30 m/h tests show the adjuster broke away from the belt as designed allowing the seat belt to go back to its rightful position thus not interfering with standard seat belt restraint systems. **We do not recommend children use the adjuster if not in a booster seat.** This item is to provide driving comfort and is not a safety device. There is no guarantee that the adjuster will eliminate the possibility of injury in serious car crashes. Do not compromise the effectiveness of your seat belt; check your vehicle manual for length allowance on shoulder restraints and the importance of properly fitting the lap belt snugly across the hip and pelvic area.

U.S.A. Office:
40 Sonwill Drive,
Cheektowaga, New York 14225

Canada Office:
26 Robertson Davies Drive,
Brampton, Ontario L7A 1J9

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Made in Canada
Model # DP-00203
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To learn more about booster seats, crash test data and fundraising opportunities visit:
www.buckleupangel.com
www.seatbeltheadjuster.com

Figure 1 Main Frame Locking Tab

Figure 2

Figure 3 Slide to Adjust

Recycling

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IMPRINTED LOGO



EMBOSSED LOGO

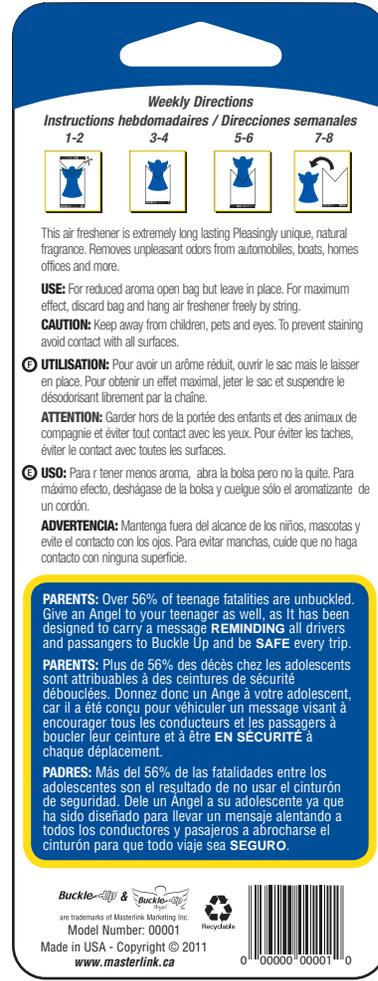


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Air Fresheners

With a message
...REMINING YOU
TO BE *Safe* EVERY TRIP



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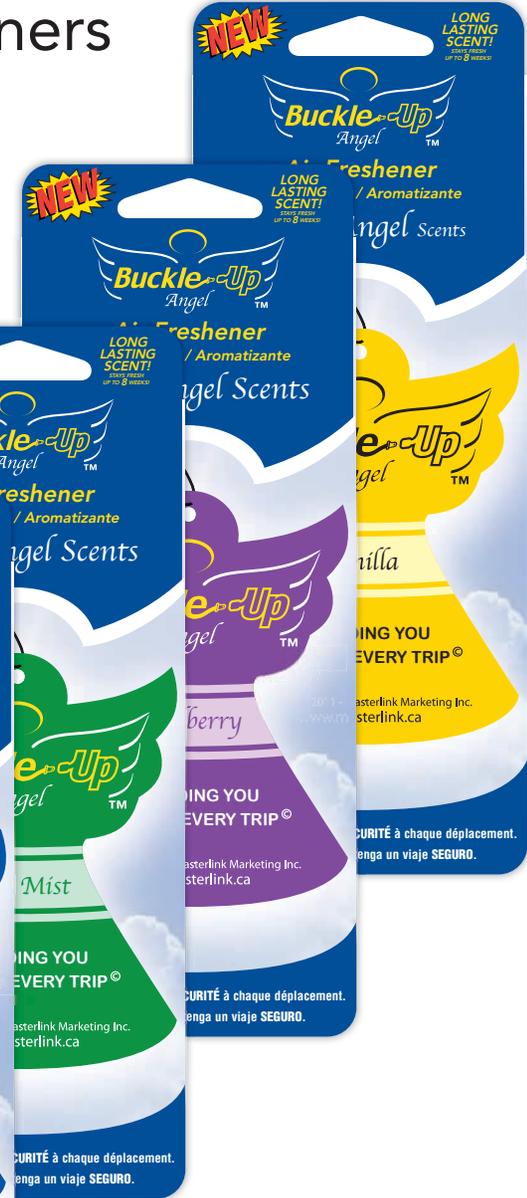


Air Fresheners



3"

7.5"



Buckle-Up™ Detachable Keychains



6.5"

4.25"

Buckle-Up®

...be SAFE every trip!

DETACHABLE KEYCHAIN

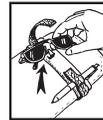
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LOOK FOR MORE PRACTICAL SOLUTIONS FROM **Buckle-Up®**



- Are you tired of your Sunglasses, Pens etc falling off your dashboard? Try the **Buckle-Up® Sunglass and Pen Organizer**.



- Does your seat belt rub against your neck? Ask the store clerk for the **Buckle-Up® Seat Belt Adjuster** for instant comfort.

Buckle-Up® & **Buckle-Up®**
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Recyclable

CANADA: PO Box 502, Brampton
Ontario L6V 2L4

USA: 85 River Rock Drive #202
Buffalo NY 14207

Printed in USA, Made in China

For more info visit:
www.masterlink.ca

Model # 00997



Retail Products



Peel Off Decals & Window Clings



Place on your...

- ✓ Seatbelt Buckle
- ✓ Bicycle Helmet
- ✓ Back of DVD Player
- ✓ Windows
- ✓ Corporate Vehicles & Fork Lifts

A reminder to Buckle Up and be *Safe*.

WINDOW CLINGS

Can be placed at the top right and left of corner of windshield for front seat passangers as well as above the rear door handle to remind tweens to buckle up



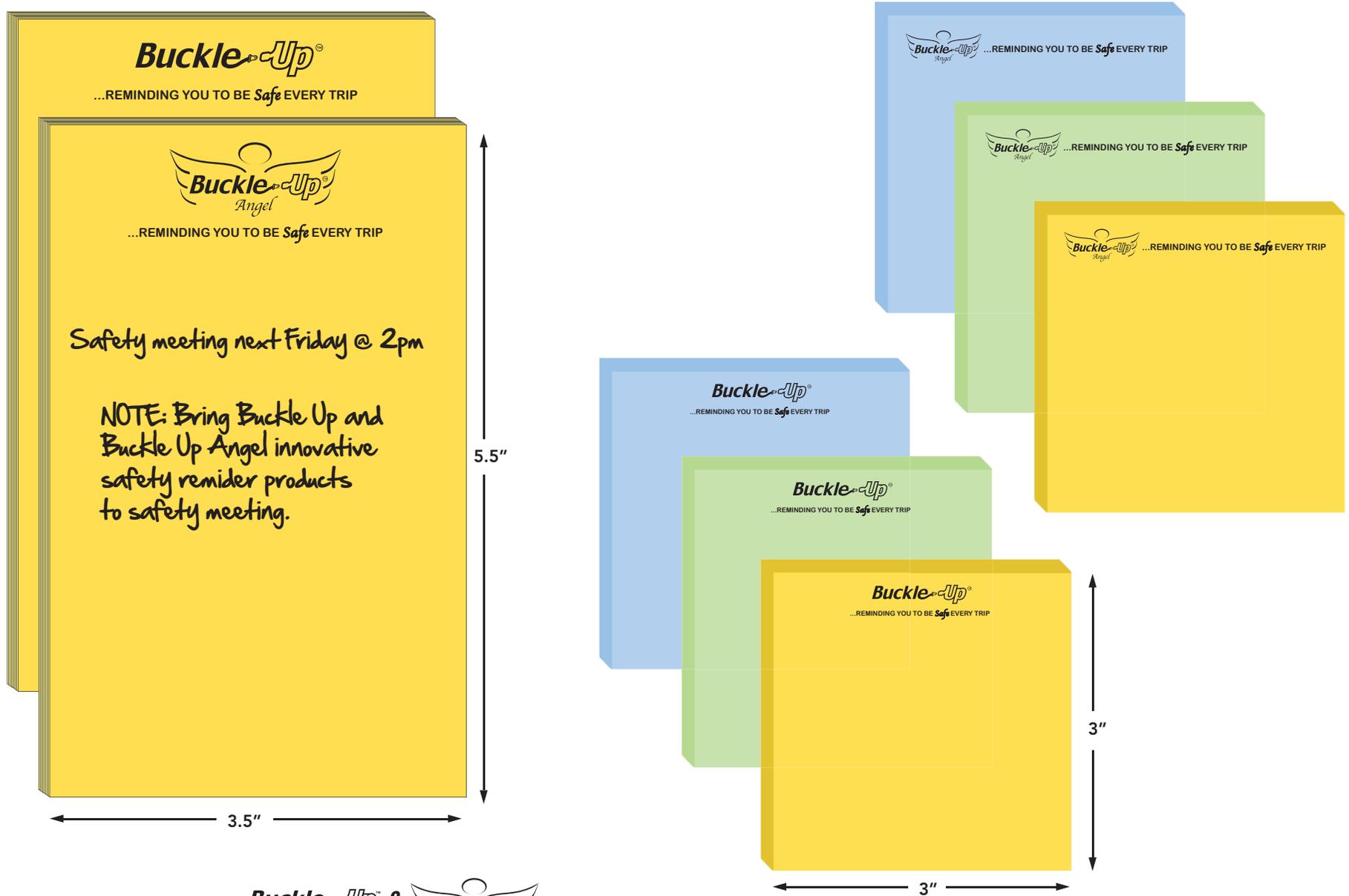
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Retail Products



Note Pads & Sticky Notes



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...reminding you to be **SAFE** every trip!

Our **Vision and reason** why we created the new “**Buckle up**” and “**Buckle Up Angel Logo**” of Auto Accessory Products is that in manufacturing and marketing the Seatbelt Adjuster over many years, I have had a chance to research a assortment of material published through the National Highway Traffic and Safety Association (NHTSA). Through my research I have discovered the shocking statistics that **over 56%** of Teenage Fatalities **are found “unbuckled”**. Through the **Teen Driver Source** they state that **66%** of Teens killed in crashes were not wearing seatbelts.

Our Automotive Accessory Products will carry the “**Buckle Up**” Message and the “**Buckle Up Angel**” Logo to remind the Driver and Passengers to **Buckle Up Every Trip, Every Time**. I believe our products will be excellent tools for parents to purchase **to remind** their Teenagers and Passengers to “**Buckle Up**” as well Teenagers may also purchase these products to remind their Parents who have not made it a habit to “**Buckle Up**”.

We also believe that Children in the rear seats, after seeing the message enough times, will have engrained in their minds the importance of **Buckling Up** every Trip **Every Time**, thus reducing the statistics of Teenage Fatalities when they become of driving age.

Some of The Auto Accessory Products that would carry the New Brand and message would be as follows:

Our Seatbelt Adjuster and Shoulder Strap Sleeves	Floor Mats, (especially in the back
Sunglass and Pen Holder	Seat Covers for Tweens)
Key chains (plastic, rubber, metal)	Coffee Mugs, Water Bottles and Holders
Air Fresheners and Notepads	Waste Bags and Containers
Decals for the DVD Players and Children’s Helmets as well as Corporate Forklifts and Vehicles	
Window Clings (on front windshield where the Oil Change Reminders are located as well as on the passenger side and/or on the inside front and rear windows above the door handles. It can also be used with corporate vehicles)	

There will be more products that can be included in the line as the brand is further developed. We are open to product ideas. Some of our Social Media Plans are to target Teenage Driver Education Classes, Safety Programs Nationwide and Networking with the NHTSA Network Base i.e. Lifesavers Conference, Governors Highway Safety Association etc. We would like to capitalize on all the media that is created with NHTSA’s America “**Buckle Up**” and “**Click it or Ticket**” Campaigns that run annually in the spring as well as and National Child Safety Week.

We are very excited to have a Brand that goes hand and Glove with NHTSA’s initiative to “**Buckle Up Every Trip Every Time**”, as well as being able to offer the Media Human Interest Stories that they can relate to their Audience.

I have included links to review the Teenage Fatality statistics as well as other Driver Safety and Booster Seat Information for your perusal:

National Highway Traffic Safety Association:

<http://www.nhtsa.gov/Driving+Safety/Driver+Education/Teen+Drivers/Teen+Drivers+-+Seat+Belt+Use>

Teen Driver Source:

<http://www.teendriversource.org/stats/teen/detail/59>

Consumer Reports:

<http://www.consumerreports.org/cro/cars/car-safety/resource-centers/distracted-driving/index.htm>

Booster Seat Information on Age, Height and State Laws:

<http://www.iihs.org/externaldata/srdata/docs/sr4509.pdf>

For enquiries please e-mail: masterlink@bellnet.ca