

The Road Safety Campaigns

The business concept behind Momenta is free road safety products to children between two and 12 years of age. Momenta contacts businesses and organisations in the areas where campaigns are taking place. The products bought by these companies are distributed as gifts to school and preschool children. Because many companies join each campaign, even with small amounts, the combined impact is large.

When your company participates in a campaign, you will receive a personalized certificate as acknowledgment of you becoming a customer and your company name will appear on our website www.momenta.se, listed under the relevant campaign. If you wish, a link can also be created from there to your website.

When the sales period is completed, we deliver the products to the relevant schools or preschools and include A3-size posters with each delivery. On these posters are the names of every company taking part in the campaign. The larger the amount of products a company buys, the larger the company's name appears on the poster, giving better advertising value. Your company name will also appear on leaflets sent home with every child receiving a product through the campaign.

Our hope is that your participation will generate a good response and 'goodwill' towards you and your company in your local area.

The Reflector: Our reflector bands measure 380x30mm. They conform to standard EN 13356 and have excellent reflective capabilities.

The Cycle Helmet: The helmet conforms to the EU standard EN 1078. It is built to withstand rough treatment, is easy for children to use and has a reflective upper shell helping to keep young cyclists seen as well as safe.

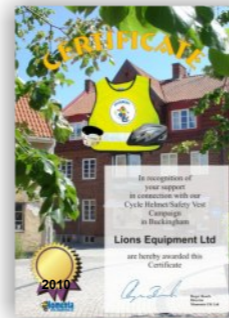
The Safety Vest: The vest has a sporty design and high reflective capability. It is CE approved (classification EN1150), which qualifies it as a road safety vest. The vest is in addition easy to use and adjust thanks to the Velcro fastenings.

The Rucksack: The rucksack is made of a durable, water repellent, fluorescent material. It has wide reflective strips on the front, front pocket and back straps approved to safety standard EN 471. It comes with padded straps and other features such as a built-in pocket for MP3 players/headphones.

The Poster



The Certificate



The Leaflet



Our Products



The Reflector The Helmet The Vest The Rucksack

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Road Safety for All

Momenta distributes out half a million road safety products in Scandinavia and the UK every year to school and pre-school children. Products include reflectors, cycle helmets and other reflective/fluorescent items such as rucksacks, vests and pram covers.

This is possible thanks to local businesses purchasing products for the children through our road safety campaigns.

In the Newport Pagnell area we are giving out 262 road safety products (cycle helmets and reflective vests) to Reception classes.

We would like to say a big thank you to all the companies taking part this year.

Be safe on our roads - be seen!



Reflective Vest Campaign Newport Pagnell 2009-2010

Companies participating
in the campaign include:

Osborne
Microfilm Express
G2 Design
Aston Martin
CSF Print & Design
Holiday Inn
Brooklands Dental Clinic Ltd
Diamonds Flooring Ltd
Dri-Eaz Products
Two Wrestlers Garage
Moza Indian Restaurant



Headlight™ helmets
have a 100% reflective
shell and conform to
the European safety
standard EN 1078.
This means they are
suitable for cycling,
skateboarding and
rollerskating.
Sizes XS and
S available.



Fitting the Helmet

In order to protect your head, the helmet you wear must be of a suitable size. It must also be correctly placed on your head, so that it sits just above the eyebrows to cover your forehead without restricting your vision.



1. Adjust the size and fit by setting the fitting ring with the help of the dial. Adjust the straps by using the buckle to tighten or loosen them.

2. Adjust the strap system so that the helmet sits firmly in place on your head.
To lower the front part of the helmet, loosen the rear straps and tighten the side straps by pulling the side adjusters forwards.

To raise the front part of the helmet, loosen the side straps and tighten the rear straps by pulling the side adjusters backwards.

3. Always check that the helmet sits correctly on your head each time you wear it.

a. The helmet is fitted correctly if the chin straps are snug against your chin when you open your mouth. If the helmet can be pushed backwards and forwards on your head, it must be adjusted before use.

b. The straps must always be tightened evenly. Check/adjust this by putting on the helmet and locking the buckle under your chin. Tighten the straps by the buckle just enough to allow enough room to push your forefinger between the buckle and your chin. The straps must not cut into your cheeks or ears.

Care and Maintenance

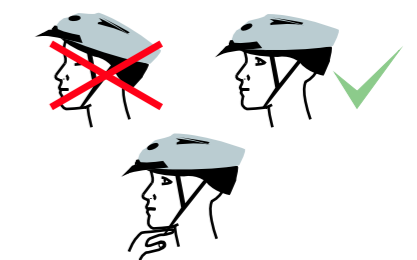
Clean the helmet with soapy water. Do not use solvents when cleaning as these can damage the materials in the helmet.

Use only approved accessories and spares for your helmet. Do not subject the helmet to extreme heat. Discard the helmet immediately and replace it with a new one if it is damaged or if the wearer is involved in an accident.

1. Position the Helmet



2. Tighten the Helmet



**Always fasten the buckle
when using the Helmet!**

