**Project:**

Develop trifold brochure.

**Background:**

Staying Alive Paramedical Services is a company based in Victoria Australia that is run by Professional Paramedics. It offers Automated External Defibrillators (AED), Nationally Accredited First Aid Courses, and First Aid supplies.

We need a trifold brochure that highlights our AED and Training components and how we are different to our competitors:

* We are very experienced Paramedics (so we can draw on a vast amount of real life experience)
* We provide total first aid solutions / packages tailored to suit our customers needs
* We pride ourselves on providing ongoing support (so the end of the sale / course is not the end of the relationship)
* We offer a free clinical debrief in the event our customers experience a critical incident

Our old amateur brochure is available at our website at:

<http://www.stayalive.com.au>

Please note we have a new logo which has been uploaded, so please disregard our old dancing heart logo. We would also be open to a tag line if anyone has any ideas.

**Target Audience:**

We specialise in businesses, groups, organisation and corporations. We don’t tend to conduct public first aid courses.

The AEDs are mainly targeted at Sports & fitness Centres, Golf Courses, Doctors clinics, Sports Clubs & Industrial workplaces.

**Our products:**

Automated External Defibrillators (AEDs):

We offer complete AED solutions that include:

* Obligation free assessment of workplace / venue
* Accredited training delivered by professional paramedics
* Ongoing monitoring / maintenance
* Clinical debrief by paramedics in the event device is deployed

Our two main AEDs are the FRED® Easy Online and the FRED® EasyPort.

FRED Easy Online:

Check out <http://stayalive.com.au/SchillerAED/pages/FREDonline.html> for info on the FRED Easy Online. A brochure on this machine is also available for download at this site.

In addition we are offering clients the ability to connect to the Schiller Australia server (via internet) at no extra cost so that their device is always monitored. Clients can nominate a contact for each AED and the server will either email or SMS messages to the contact in the event the device is removed from its docking station or a technical failure is detected. This ensures the device is always ready to be deployed.

\*\* We do not call emergency services in the event the device is deployed.\*\*

FRED EasyPort:

Information about the FRED EasyPort is available at <http://stayalive.com.au/SchillerAED/pages/FREDeasyport.html>

There is a downloadable brochure available at this site for the Easyport. The main feature of this device is its compact size and therefore portability.

This device is available as part of the First Responder kit <http://stayalive.com.au/kits/firstresponder.html>

Sudden Cardiac Arrest (Nice to have if space permits & is related to AEDs)

Approximately 33,000 Australians die from Sudden Cardiac Arrest every year. Whilst a heart attack is the leading cause of Sudden Cardiac Arrest, it is only one of many causes. Sudden Cardiac Arrest can strike anyone, of any age and fitness at any time – including children.

There is overwhelming evidence that early defibrillation with a device such as an Automated External Defibrillator (AED) saves lives. The chance survival decreases by 7 – 10% every minute that passes before defibrillation from time of collapse.

In areas with public access AEDs, survival rates have increased from less than 10% to as high as 80%.

Courses:

Details of our courses are outlined in our old brochure and at <http://stayalive.com.au/courses.html>

With the extra focus on AEDs, we do not need to have the same level of detail about courses that exists in our current brochure, but more of a summary / list.

First Aid Kits & Supplies:

We supply a range of First Aid kits & first aid supplies.

Our feature product for this section would be the first responder kit. The details of this kit are available at [www.stayalive.com.au/kits/firstresponder.html](http://www.stayalive.com.au/kits/firstresponder.html)

We also tailor design first aid kits according the needs of the customer.

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