



Media Release

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## US Army saves lives with Blizzard Survival Blankets

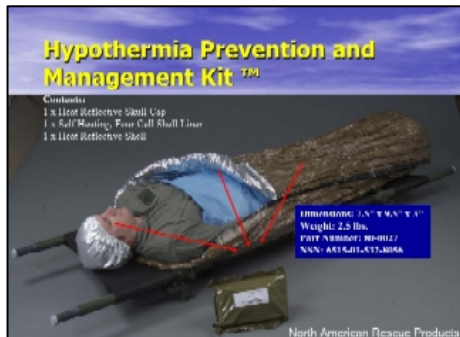
**Houston-based medical equipment specialist Performance Systems is winning massive orders for its revolutionary Blizzard Survival Blankets, following US military trials which show it is far superior to conventional 'space blankets'.**



**Thousands of Blizzard Survival Blankets are being deployed by front line units in Iraq and Afghanistan, as part of a new strategy to eliminate avoidable deaths on the battlefield.**

The ultralight, weatherproof thermal blanket has been adopted as standard equipment and granted a National Stock Number (NSN# 6532-01-524-6932) for all US Army units, in addition to being issued to every medic serving with US Special Forces Units on land, sea and air.

US Army medics are now trained to wrap casualties in Blizzard Survival Blankets as their first response to preventing hypothermia in trauma cases - even in hot weather.



Many Blizzard Survival Blankets are being incorporated in a new Hypothermia Prevention and Management Kit™ (HPMK NSN# 6515-01-532-8056), developed by military medical equipment specialists North American Rescue Products ([www.narescue.com](http://www.narescue.com)). The HPMK further enhances the Blizzard Survival Blanket's effectiveness with the addition of a self-heating pad and a thermal skull cap.

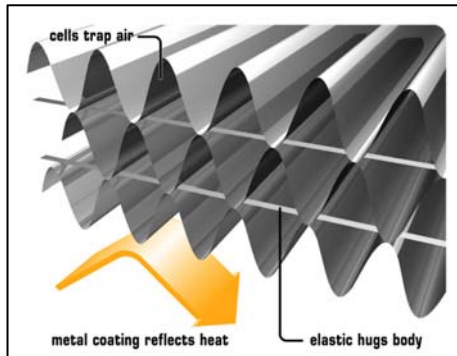
"The need for the hypothermia prevention kit came out of data collected in the Joint Theater Combat Registry that said the theater needed a device to maintain a casualty's body temperature, because that was a predictor of survival," said Major General Eric B. Schoomaker, Commanding General, US Army Medical Research and Materiel Command. The Center says its adoption is part of a strategy which is "sure to cause a dramatic decrease in complications associated with hypothermia".

Trials at the US Army Institute of Surgical Research (USAISR) in San Antonio, Texas, showed that the Blizzard Survival Blanket's cellular design and ability to trap air between different layers of material make it superior to single layer space blankets previously used. It has now been endorsed by the US Army Medical

Center Directorate of Combat and Doctrine Development (AMEDD DCDD) and is the only blanket used to train Army medics in the treatment of hypothermia.

Following the Blizzard Survival Blanket's success with the Army, the US Marine Corps Center for Lessons Learned is also recommending that the Marines and Navy Medicine should consider adopting it.

Ofer Molad, President and CEO of the Performance Systems Group, said: "The US military has proved beyond argument that the Blizzard Survival Blanket is a better way to keep people warm than a single skin space blanket. We are expecting a big increase in demand from medical, civilian emergency and sports users."



Designed originally to keep weather-bound mountaineers alive, the Survival Blanket is made from Blizzard's unique Reflexcell™ material – a triple layer of metalized polymer foil, which expands to form insulating air pockets as well as reflecting heat. Reflexcell™ is as warm as a 2-3 season sleeping bag, with a fraction of the weight and bulk. It is also totally windproof, waterproof, tough and re-usable.

The Blizzard Survival Blanket is particularly suited for field medical kits as it weighs only 530g (18.7oz) and is supplied in a one litre vacuum pack measuring just 20 x 11 x 4.5cm (8" x 4.3" x 1.8"), yet opens out into a king size blanket of 225 x 275cm (88.5" x 108"). It is large enough to wrap casualties completely and features re-usable taped closures to form a seal.

The full range of Blizzard Survival products made from Reflexcell™ includes Bags, Jackets, Tubes and Blankets, all in military and civilian versions.

For more information and to buy online, visit [www.performancesystems.com](http://www.performancesystems.com).

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*Blizzard Survival products are made in the UK by the Performance Systems subsidiary:*

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