

**The ROTH ID TAG™
was created after tragedy
struck our own family.**

On December 23, 2022, Julie Roth and her baby, Edna Rose, tragically lost their lives in a 47-car pile-up on the Ohio Turnpike. Her two toddlers, Ayla and Rory, survived but waited hours—injured and scared—before being identified and reunited with their father.

Inspired by this tragedy, the ROTH ID TAG™ was created to keep families connected during emergencies. Collaborating with first responders, medical professionals, and parents, we've developed a compliant, accessible product. We remain grateful to those who cared for Ayla and Rory and are dedicated to easing the trauma of emergencies for children and caregivers.



How It Works

1

Add Critical Info

Fill out your ROTH ID TAG™
& register at rothidtag.com



2

Apply to Car Seat

Apply your tag to a visible,
flat surface on the car seat.



Emergency Ready

In an emergency, the tag is detached from the car seat and used as an ID wristband. Info listed on the tag is used to connect child with their emergency contacts.



ROTH ID TAG™
EMERGENCY IDENTIFICATION SYSTEM
ROTHIDTAG.COM



**The First Universal
Emergency
Contact
Identification
System
For Car Seats**

PATENT PENDING

SCAN
TO LEARN MORE





THE ROTH ID TAG IS MAKING A SIGNIFICANT IMPACT ON CHILD SAFETY

and we witnessed it firsthand. We carry these tags in our rescue trucks to provide to families during emergencies...

...Recently, on the Ohio Turnpike, we responded to a crash and found a car seat equipped with a ROTH ID TAG™. Seeing the tag in use reinforced its value in protecting children on the road.

LT. DAN WEAVER, BERLIN TOWNSHIP FIRE DEPARTMENT, BERLIN HEIGHTS, OHIO



Join our Mission

Help bring life-saving identification tools to families in your area.

Are you a member of an organization? By joining our community partner program, you'll play a vital role in keeping children safe while connecting with a network of like-minded individuals. You'll receive access to exclusive resources and pricing – and there's no obligation to purchase upon registration.

Learn more: rothidtag.com/partnerships

How You Can Help



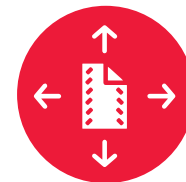
EDUCATE

Spread the word to first responders, hospitals, parents, and more. Tag us @rothidtag on social.



ENGAGE

Join us in hosting events, presentations, or community initiatives to raise awareness.



DISTRIBUTE

Leverage bulk discounts to provide ROTH ID TAG™ Kits to your community.



FUNRAISE

Help us grow through local and national fundraising efforts.

Keeping Families Connected In Emergency Situations

The ROTH ID TAG™ Identification System is an information tag that can be affixed to a child's car seat. In the event of an emergency, the tag pulls from the car seat and becomes an emergency identification wristband.

The ROTH ID TAG™ has identifying information for the child, three emergency contacts, and a line for additional information.

Children with emergency identification are **REUNITED IN MINUTES INSTEAD OF HOURS OR DAYS**

with their loved ones after being in an accident.

(AMERICAN RED CROSS)