



THE TRUSTED STANDARD

in personal identification & emergency preparedness, empowering caregivers and first responders with vital information-anytime, anywhere.



INTRODUCING THE ROTH ID TRAVELER TAG™



ROTH ID TAG systems were 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.

FOR USE ON:

- wallets
- purses
- backpacks
- briefcases
- seat belt cuffs
- glove compartments
- sun visors
- diaper bags

TO SEE OUR FULL LINE OF PRODUCTS

SCAN HERE



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

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



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.



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

EDUCATE

Spread the word to first responders, hospitals, parents & more.

ENGAGE

Raise awareness by hosting events & community initiatives

DISTRIBUTE

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

FUNDRAISE

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.

LACK OF ACCESSIBLE IDENTIFICATION & MEDICAL INFORMATION CAN COMPLICATE EMERGENCY CARE FOR CHILDREN,

limiting clinicians' ability to deliver timely and tailored treatment.

(NATIONAL SAFETY COUNCIL)