ROTH ID TAG™
EMERGENCY IDENTIFICATION SYSTEM

How It Works

Step 1:

Visit RothIDTag.com to order your ROTH ID TAG™ Kit.

Step 2:

Fill out the information on the tag, and register your ROTH ID TAG™ online at RothIDtag.com/register. *Registering online is optional.*

Step 3:

Remove the two side adhesive strips and apply the ROTH ID TAG™ to the side or back of your child's carseat.

Step 4:

Every six months, visit your ROTH ID TAG™ profile to confirm all information is up-to-date.

Step 5:

In the event of an emergency, the ROTH ID TAG'S™ removable strip can be detached from the tag and used as an emergency medical wristband by first responders.

Step 6:

First Responders and Medical Professionals can use the information on the wristband to contact the emergency contacts listed or access the database for additional information.

PATENT PENDING

PARENTS & GUARDIANS:
Get a ROTH ID TAG™ for every child.

An emergency is not the time to be scrambling for important, life-saving information. In the event of an accident, being able to contact the correct person, or knowing immediately of a medical condition or allergy, can be the difference between life and death. Unfortunately, there are often times where a child's guardian is incapacitated or unable to speak after an accident or medical emergency. In those situations first responders are left with scared, sometimes injured, children with no ability quickly reach another emergency contact.

Don't wait for an emergency to come up with a game plan. Think ahead and include a ROTH ID TAG™ on your child's car seat so that in case of an emergency they can be quickly identified and their emergency contacts can be reached. If your child is no longer in a car seat, see our product page to learn how you can still utilize the ROTH ID TAG™ system.

Take it a step further by registering your ROTH ID TAG™ online. Online registration is completely optional. It gives you the ability to add additional information, link profiles, and update tag information. You can also get other ROTH ID TAG™ products such as key chains, decals, and wristbands.

FIRST RESPONDERS:
Look for the ROTH ID TAG™.

In the case of an emergency, know where to find the ROTH ID TAG™ on a car seat. It should always be placed on the back/side of the car seat, applied to a plastic surface that does not interfere with the safety function of the seat.

When you find the ROTH ID TAG™ pull in the direction of the arrows to release the tag from the seat. Remove the adhesive band and wrap the band around a wrist or ankle to secure the ROTH ID TAG™ to the child or person.

MEDICAL PROFESSIONALS:
Access the ROTH ID TAG™ Database.

When a child, person, or deceased arrives, you can access their immediate emergency information on their ROTH ID TAG™ wristband. Scan the QR code on their band to see if they have an online profile with additional patient information. Visit RothIDtag.com/access and use information provided on the ROTH ID TAG™ to access additional patient information.

FREQUENTLY ASKED QUESTIONS:

Do I have to register my ROTH ID TAG™?

Registering online is an **optional** added layer of security. With registration, we will be able to confirm the phone numbers, provide more information to the first responders, automate reminders to update information. If you don't want to utilize the online database, fill out the written areas and cross out the QR code with an X and you're all set.

How do I update my ROTH ID TAG™?

Once the ROTH ID TAG™ is applied, it cannot be removed to make updates. You can go online at any time to get a new tag, and dispose of your old tag.

Can I transfer my ROTH ID TAG™ to a new car seat?

Once the ROTH ID TAG™ is applied, it cannot be moved. You can go online at any time to get a new tag, and dispose of your old tag.

What else can I put a ROTH ID TAG™ on?

ROTH ID TAGS™ can be applied to almost anything. While we started with a goal of having emergency identifying information on car seats, our tags can be applied to strollers, bicycles, helmets, UTV's, and more. We also offer additional products with online registration including wrist bands, key chains, decals. These items can be carried on a person or applied to smaller items such as shoes.

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Our Story

Keeping Families Connected in Emergency Situations

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

On December 23, 2022, Julie Roth, our daughter, sister, wife, and friend, was traveling with her two small children and they were caught up in a 47 car pile-up on the Ohio Turnpike. Julie and Edna Rose, the baby she was carrying, did not survive, but her two other children did.

Injured and afraid, Julie's two toddlers waited many hours to see a familiar face while emergency responders worked to identify them and contact their father, who was at work. Ayla and Rory Roth are alive and well today. They are the true reason for the ROTH ID TAG™ creation.

Keeping Families Connected in Emergency Situations has been our mission ever since that tragic December day. We have worked with first responders, medical professionals, and parents to develop a product that is compliant and accessible.

We will be forever grateful for the first responders and medical professionals that took care of Rory and Ayla while they waited. It is our goal through the Roth ID Tag to make these emergency situations less traumatic, not just for the children, but for those caring for them at the time.

Choosing Your Emergency Contacts

Whether it's your spouse, parent, or best friend, it's important to figure out who you would want authorities to call first if you're in an accident. Listing an emergency contact can be pivotal, allowing responders to reach out to someone who knows your medical history intimately or can make critical decisions on your behalf. This person should be someone who knows about your child's health history and whom you trust to make those important decisions on your behalf. You should include their full name and phone number.

It's also a good idea to list a third contact on your Roth ID Tag in case your primary contacts can't be reached. For instance, if your spouse is your primary contact and you're both injured in an accident, who should authorities call? Be sure to ask your chosen contacts permission to list them as your emergency contact, and for the best phone number to put on your Roth ID Tag.

What Medical Information Should Be Shared

For some people, your name and emergency contacts are be enough. However, if you have a particular medical condition, life-threatening allergies, or an important medication schedule, Roth ID Tags have room to add that information.

Ask yourself if there's anything that would be critical for someone to know about you in an emergency. Medical professionals prioritize such details when assessing an unconscious or non-communicative patient. Having specifics about medical conditions can prevent potential complications from incorrect treatments or medications.

Are you allergic to bees? Are you diabetic? Are you living in a foreign country where you're not fluent in the language? Do you have a preferred hospital?

All of this information, when written, ensures that you receive the most informed care in any situation.

ROTH ID TAG™
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The First Universal Emergency Contact Identification System

The ROTH ID TAG™ Identification System is an information tag that can be affixed to any product used by an infant, young child, or person under the care of a parent or guardian. Used by any person, children or adults. The first focus will be to get these on every car seat. From car seats to walkers, for young to old, the options are endless!

Scan to Learn More

PATENT PENDING