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Notes to Editors*

Shoft

SHOFT is designed and manufactured in Great Britain by TUTCH Designs Ltd. SHOFT is patented in Europe and patents pending in USA and Asia. The SHOFT concept has been fully crash tested and demonstrated not to interfere with the safety of the seat belt. By assisting better posture and keeping slack out of the seat belt, SHOFT helps the occupant to mimic the crash test set up as used by EuroNCAP.

TUTCH Designs Ltd is a proud sponsor of the UK charity BackCare (www.BackCare.org.uk) and WilliamsFund (www.WilliamsFund.co.uk) the children's cancer charity.

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Dr Graham Cox

After gaining a PhD in physiology at the Royal Free Hospital School of Medicine, London, Graham went on to gain 20 years experience in industry, working for a blue chip company in medical, sales, local and global marketing, working on a variety of disease areas including pain, arthritis and osteoarthritis.

Graham was seconded to the USA and on his return after a successful 6 years, set up and managed the European business marketing and selling the CG-Lock device. This product was in part the inspiration and reason for the SHOFT invention, where driving a variety of track day cars (from Ferrari's to Golf's) he noticed that all the seat belt tongues were all pretty much made of the same cheap plastic and did little to assist with proper posture.

Graham also runs his own illustration business and had his work published in children's books as well as top magazines such as Tatler, GQ, Men's Health Magazine and many more. Alongside his new business Graham designed and delivered award winning lectures to MBA students at the Greenwich School of Management for 2 years, incorporating his illustrations into his lectures and was one of the pioneers of 'live scribing,' where the presenters work is enhanced via live illustrations.

Graham along with his father, Ronald invented and patented the SHOFT idea from Ronald's house and they spent 4 years perfecting the device bringing in a variety of experts to help with design, safety, ergonomics, moulding and intellectual property.

Graham's experience and research on cars, posture & safety led him to co-author and illustrate the new eBook available from the website.

Direct contact 0844 858 4366

Back Care

BackCare aims to significantly reduce the burden of back pain by providing information and education to all people and organisations affected by back pain and to fund scientific research into the causes, prevention and management of back pain.

Crowdfunder

Crowdfunding is an alternative means of funding that allows individuals to take their ideas forward and make them a reality with the power of the crowd to change the world around them. Crowdfunder.co.uk is the centrepiece of the UK's largest crowdfunding network having launched more than 3,000 projects and having funded over £2m of projects. It is now the UK's leading reward based crowd funding platform.

Reference

Statistics courtesy of www.backcare.org.uk and www.csp.org.uk

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