



Media Release BL003US

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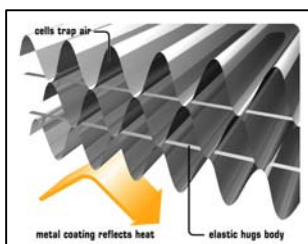
Blizzard Survival Blankets go into action with every US Special Forces medic

All medics in each of the United States' special forces units, including DELTA forces, Navy SEALs and Rangers, are being issued with the military version of the revolutionary Blizzard Survival Blanket, designed and manufactured by a subsidiary of US-based medical equipment specialist Performance Systems.



The US Special Operations Command (USSOCOM), which controls special units totalling more than 50,000 personnel, has directed all field medics to carry Blizzard Survival Blankets (left) in their kits and be trained in their use. The initiative is part of USSOCOM's new Tactical Combat Casualty Care (TCCC) programme, aimed at 'eliminating preventable loss of life on the battlefield'.

The order follows front line research showing that a high proportion of US casualties in Iraq have suffered hypothermia while being evacuated to field hospitals, causing complications that affect survival. Extensive trials at the US Military's Surgical Research Centre, San Antonio, showed that the Blizzard Survival Blanket is far superior to single skin 'space blankets' in preventing hypothermia and treating shock.



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.

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Civilian versions of the Blizzard Survival Blanket – identical to the olive military product apart from their all-over silver finish – are widely used across the world by medical and emergency services, outdoor sports enthusiasts, mountain rescue and disaster planning organisations.

Ofer Molad, President and CEO of Performance Systems, said: “US special forces pride themselves on being the best equipped in the world, so we are delighted they have chosen the Blizzard Survival Blanket. It’s a clear confirmation that nothing else on the market comes close in terms of performance, versatility and portability.”

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.



All CASEVAC kits issued to US special forces medics now include a Blizzard Survival Blanket (NSN#6532-01-524-6932).

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