

EMERGENCY RESPONSE BAG

- **CLIENT:** Emergency service provider
- **PRODUCT:** DS manufactured lifeguard bag
- **DATE:** 2012
- **PROBLEM:** In need of a more robust bag on a limited budget



Challenge:

The client had an emergency response bag that failed to survive in their operational world for more than 12 months. Whilst there were many bags on the market they only had a limited budget to source a new bag and they found they were struggling to find one so they came to DS Medical for help.

Solution:

DS Medical reviewed what they already had and how their goods were stored and the bag deployed. We determined that we could re-use the pouches from the original bag as they were more robust than the outer shell, which would save on money.

We evolved a modular shell-only bag that could utilise all pouches that would meet their clinical protocols and we also used the opportunity to provide two detachable outer bags from the main body bag. This helped to reduce overall carry weight for one individual in challenging scenarios, allowing them to only take the equipment they needed at the time.

Final product:

DS Medical provided a bag that has held the test of time and is still being used nearly a decade later. We provided a bag that was more modular, less weighty and more suitable for the differing scenarios of the emergency service provider.