



Aloola is a company focused on child safety. Pioneering a new device to keep blind cords out of the reach of children in every home is their goal.

## CHALLENGE

### Situation:

There are 6 children under the age of four in the households of Bridger, Kellan and Trevor, the three co-founders of Aloola. The three friends were shocked to see an increase in the news reports of injuries and deaths caused by window blind cords. “We all have window blinds,” says Trevor, “and it’s amazing how little we think of those as potential threats when we are trying to make our homes safe.”

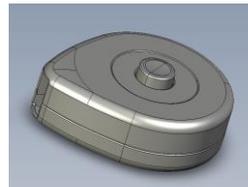
The Consumer Product Safety Commission rates window blinds among the top 5 hidden dangers in the home, and a recent study in the Journal Pediatrics revealed that 17,000 children under 6 were sent to the Emergency Room for window blind-related injuries between 1990 and 2015. That is almost 2 per day.

## SOLUTION

In search for a good solution, they were surprised to find that the limited options available were both expensive and required permanent changes to the home, or were unsightly and ineffective.

They set out to create the perfect answer to the problem: something that is easy to add or remove, that compliments the beauty of the home, and that works effortlessly with the touch of a button.

They came to Freeform with a design in hand and quickly had a functional prototype in hand. They moved to manufacture, assembly and fulfillment to the market.



## RESULTS

“We seriously evaluated several other domestic and foreign options that claimed they could meet our needs, but we are so glad we chose Freeform. At every step, they have been extremely responsive and enthusiastic. They have spoiled us with a level of cooperation and collaboration that we haven’t found anywhere else. Simply put, it feels like they are a part of our team, and we have been amazed with how determined they are to help us succeed”

Kellan Cutler, Co-Founder Aloola

