



"The PFO bracelet is a GPS positioned security device that you carry on your arm. Only, it doesn't look like a device because, after all, we hope you won't have to trigger that alarm very often"

PFO Personal Alarm and GPS Bracelet Gets Green Light for South African Market

PFO, the world's first designer accessory with personal alarm and GPS, has received approval for the South African market by the Independent Communications Authority of South Africa (ICASA). Distribution of the GPS bracelet's first version, PFO One, will commence in the next few weeks through watch and jewellery distributor Cartelli Imports.

The Swedish design and technology company PFO launched their bracelet in May this year. Designed by acclaimed designer Oscar Magnuson, PFO is the first GPS tracking device to receive acceptance within the fashion industry with multiple features in top glossies.

The bracelet holds GPS technology developed by engineers of military navigation systems. By pulling the bracelet, the wearer sends an alarm message to three contacts with a map of her or his live location.



PFO One Black

'We are very pleased to be able to serve the South African market and contribute to the increased safety of their people through our designed accessories,' says Johan Carlsson of Boomslang Instruments, developers of PFO. 'South Africa was one of the early adaptors to GPS technology, and is a natural first step out of Europe for PFO as it is both a forward-thinking and safety conscious country.'

PFO will be distributed by Cartelli Imports and sold in select design shops around the country, as well as online. 'By making available this revolutionary new concept in personal safety, we are filling a large gap in a very large market,' says Carmela van Niekerk of Cartelli Imports. 'There is such huge demand for personal safety products here. Safety is a serious issue and in a very different way than in Europe. Being able to locate a person is key, which means the alarm has to stay on your body and that eliminates all hand-held devices. And until now, anything wearable has simply not been attractive enough to wear. The PFO bracelet will change all that,' continues van Niekerk.

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