



First Aid Shoppe Reports Campers Are Buying Emergency Preparedness Kit In Record Numbers

June 01, 2016

June 01, 2016 - PRESSADVANTAGE -

First Aid Shoppe, suppliers of emergency first aid and survival gear to professionals and the general public, reported today that sales of their ResQue1st Emergency Preparedness & First Aid Kit to campers and outdoorsmen have been on the rise. According to Anna Loehwing, COO of First Aid Shoppe, this segment of the market has been adopting the popular emergency preparedness kit in greater numbers. The ResQue1st Emergency Preparedness & First Aid Kit is a dual-purpose first aid and survival kit, with key items vital to performing first aid and surviving for short periods of time in an evacuation or other emergency scenario.

"This isn't a surprising development," says Ms. Loehwing. "While we haven't specifically targeted specific segments of the market, this kit is selling very well and we know word of mouth is spreading. It's being talked about, and it would appear that conversation has reached the outdoor community. Sales to campers and outdoorsmen have been on the rise, and this kit is the perfect thing to have on hand if your out in the wild or far from home."

The ResQue1st Emergency Preparedness & First Aid Kit by First Aid Shoppe is what is sometimes referred to as a "Bug Out" bag. The idea behind this is that a single kit, or bag, would have essential items

needed to treat first aid emergencies and to provide certain key survival items in an emergency evacuation. These same items work in a wilderness survival situation. The kit is divided into two parts, one containing first aid items, the other survival items. All items are organized into the patented Easy Access Pocket System, which allows over 200 items to be stored in a kit bag that is around 10 inches long on the longest side.

"It's amazing how many things we fit into one small bag," says Ms. Loehwing. "A blanket, a poncho, a radio, all the basic first aid items ... The Easy Access Pocket System makes it possible."

The Emergency Preparedness Kit by First Aid Shoppe contains survival and first aid gear and is being purchased in record numbers by campers and outdoorsmen.

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For more information about First Aid Shoppe, contact the company here: First Aid Shoppe Anna Loehwing 727-442-4372 sales@customfas.com Clearwater, FL 33755

First Aid Shoppe

First Aid Shoppe is a First Aid company that provides quality emergency first aid products to consumers and professionals.

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