

# Family-first **First Aid**

MOTHER'S KIT PROVIDES HIGH-QUALITY MEDICAL ITEMS IN AN ORGANIZED WAY **BY EDITH G. TOLCHIN**

**E**VER SINCE I became a “Bubbie” to Joshua 2 1/2 years ago, I’ve had my eye out for new products that might help him or his parents. I stumbled upon the “Keep>Going First Aid” line and was hooked!

The kits, invented by Antje Pepper of Orlando, Florida, with help from her family, are attractive, sturdy and helpful for boo-boos while on the go. The inventors have a great story as well.

**Edith G. Tolchin (EGT): Please tell us about your background(s) and how the line of Keep>Going First Aid products came about.**

**Antje Pepper (AP):** My husband and I were lucky enough to travel the world with our children for a couple of years. Throughout this adventure, it became apparent (many times over) just how crucial it is to carry a fully stocked first aid kit, especially as a family.

However, we quickly realized that the first aid kit industry simply didn’t cater to families—especially moms or children—even though cuts, bumps, bruises and general minor injuries happen all the time with kids. We carried our ugly and unorganized first aid kit—that we had to make ourselves—throughout our journey, and kept note of all the items it was missing as well as the obvious design flaws. As soon as we returned home, we got to work designing a first aid kit that was organized and specially made for families, with a design that moms would be proud to tote around. We were ready to shake up the first aid kit industry!

**EGT: Are there any special features?**

**AP:** One of the most noticeable features of our bags is the unique pattern design choices. We also made it a point to organize the supplies so

they can be found quickly, using our patent-pending bag organization design. Our first aid kits are packed with a wide range of high-quality medical items that families are likely to need in real-life and day-to-day situations.

Practical items such as metal tweezers, nose-bleed plugs and tick removal tools are ready to help parents save the day. We know from first-hand experience how traumatizing these minor injuries can be for children—which is why we also included colorful bandages and fun stickers to distract and lighten the mood.

**EGT: How was the prototyping process handled? Was it difficult to get exactly what you wanted, and did it take a long time before you were ready to start selling?**

**AP:** Once we nailed down our idea, we sketched out the design of the bag. We were determined to reduce the bulk that comes with ordinary first aid kits. We developed the idea of pages with pockets that are customized to specifically fit the medical tools and items we included in the kit.

We brought our sketch to a local seamstress here in Orlando. She also happens to be an inventor herself, so she was the perfect choice. She understood our vision right away and developed a prototype in no time, which helped us see our first product come to life.

**EGT: Did you have any difficulty starting a new business?**

**AP:** We are not new to entrepreneurship, but that doesn’t mean we had a foolproof formula to follow. I have a background in marketing and we both know how to run a successful business, but product-based e-commerce added a new layer of complexity.

Luckily, knowledge and resources were abundant in this area of entrepreneurship. We leaned heavily into online mastermind groups, Shopify



The Keep>Going First Aid Super Kit carries a whopping 270 pieces.

tutorials, and other resources whenever we needed help or weren't sure about the next step in our process. There are so many knowledgeable business owners who want to help!

**EGT: From where are you selling?**

**AP:** Currently, most of our sales are made directly on our e-commerce website. We've also recently started selling our first aid kits on Amazon.

**EGT: Are you manufacturing in the United States or overseas, and how has that gone?**

**AP:** When we started, we were manufacturing our bags overseas and packing them full of first aid supplies here in the United States. However, now the full production is completed overseas. We explored a full domestic production but couldn't make it work economically.

Overall, we've had a good experience with manufacturing and don't necessarily have any horror stories or cautionary tales.

**EGT: What has been your biggest obstacle in product development?**

**AP:** Hands down, long lead times. Each one of our first aid kits includes a plethora of items, so you can only imagine the number of moving parts that go into developing each product. For example, one manufacturer creates our bags while another produces the custom bandages—and yet another packs the kits for us. In total, there are more than 10 different factories that have to be coordinated.

All of this must be completed before one product can ship. While this makes product development stressful, overall we've had a good experience with our factories and manufacturers so far.

**“One manufacturer creates our bags while another produces the custom bandages—and yet another packs the kits for us. In total, there are more than 10 different factories that have to be coordinated.”** —ANTJE PEPPER



**EGT: Have you had any difficulties in supply chain or logistics with COVID-19?**

**AP:** Yes! Since we were still a relatively small business during the pandemic, we were obviously requesting smaller quantities of product than the larger corporations.

Manufacturers and shipping companies were pushing us to the back of the line since our quantities were smaller. Big corporations requesting in-demand medical supplies were given priority by our manufacturers.

Also, shipping costs and ocean carrier delays increased during the pandemic due to the spike of consumer product demand, resulting in out-of-stock situations for us.

**EGT: Are any of your products patented—and if so, what intellectual property advice do you have?**

**AP:** First aid kits have been in existence for over 130 years, so we can't necessarily apply for a patent on a kit. However, we do have a utility patent pending for the unique way we've

designed and organized the supplies in our bags.

We suggest hiring a patent attorney to properly navigate the process. While it has been costly, we feel it's extremely important to protect your brand and intellectual property.

**EGT: What advice have you for new inventors?**

**AP:** One of the reasons I feel Keep>Going First Aid is so successful is because we took our time to research the market and measure potential consumer demand.

As an inventor, it's so important to ensure that what you're working on isn't just something you want, but something other people will also want. Ensuring there's a market fit for your product is a vital key to success. 📌

Details: [keepgoingfirstaid.com](http://keepgoingfirstaid.com)

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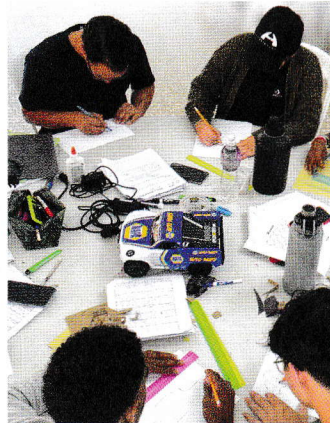
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# Inventors

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