

# New tool that helps kids pack their bag for school

Submitted by: Sore Thumb Marketing

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If you have a child who leaves their lunchbox, gym kit or reading book at home, or comes home with most of it missing, a new invention called TomTag from Orkid Ideas (<http://www.orkidideas.com>) will be music to your ears!

TomTag is a colourful daily checklist, personalised to your child's own schedule, which attaches easily to their school bag, showing them what they need to take to school each day and what to bring home again.

There are six sturdy plastic tags, one for each day and one marked 'daily', which each have space for up to six plastic buttons. You just choose the appropriate pictures from the 160+ water-resistant stickers included, stick one on each button, click them in the tags and attach to your child's school bag using the strong loop provided. There are even some blank stickers that you can draw on in case none of the pictures cover what you are looking for.

" For many children, remembering everything they need to take to school and bring home again is a daily challenge. For many parents, it's often faster and easier to pack their bag themselves. But this is really only a short-term fix as children need to feel a sense of control and ownership of their things to help them get organised, become more independent and make morning routines easier" says TomTag inventor, Clare Cusack. "The back-to-school season can be a challenging, stressful and emotional time for families, so this year we wanted to make sure we made it easier for parents and kids to get back into the swing of school."

The TomTag pack costs just £9.99 and comes complete with everything you need. A must-have purchase for all kids going back to school this autumn – and we know a few mums who might get one for their husband too!

For more information and to purchase TomTags visit <http://www.orkidideas.com>, call 01904 213 123 or email [sales@orkidideas.com](mailto:sales@orkidideas.com).

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## About Orkid Ideas and TomTag

TomTag is the brainchild of Clare Cusack and Deborah Watson, two mums who were fed up of reminding their own kids to get their stuff ready for school each day. When Clare's eldest child Tomas was diagnosed with autism aged 4, she pursued every avenue possible to ensure he reached his full potential. This included taking a distance learning course with Dyslexia Action during which she had to design an aid to help students with poor organisational skills. Her solution was a simple bag tag and she soon found that other parents at school were asking her to make them for their kids as well. Clare and Deborah discussed the possibility of trying to turn the idea into a commercially viable product to be called TomTag, named after Tomas. A long period of development followed and their finished product finally arrived in June 2012.

Notes for editors

For further information, high-resolution images, samples or giveaways, or to speak to Clare or Deborah at Orkid Ideas please contact:

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