

TIMELINE

EVOLUTION OF SURVIVAL

Foundation

1988

Survival Emergency Solutions is born in response to personal tragedy. Survival: The Game is launched to educate and empower families about first aid.

Expansion

2001

Survival First Aid Kits launched to market, quickly becoming a leading supplier in Australia

New product

2013

SMART Snake Bandage launched as radical tool to manage snake and Funnel-web spider bites.

Product expansion

2020

Pet Kit, Ocean Warrior Kit and Grab&Go Kit launched to market.

Give back

2023

Survival 'tapped' Australia sharing first aid knowledge and products along the way.

First award

1989

First Aid Emergency Handbook is published and wins coveted Australian Design Award. (Currently in its 6th edition).

App development

2007

iFirstAid app launched as revolutionary first aid resource.

Product expansion

2017

Snake Bite Kit and Survival Safety Centre launched to market.

App upgrade

2023

Revolutionary iFirstAid app is completely overhauled and released with new life saving features.

Worldwide expansion

2024

Expansion into the European market.