

SenecMe ICE QR Placement & Printing Guide

Practical ideas for where to place your ICE QR and which physical formats may suit everyday, sport, outdoor, travel and marine use.

The three-point principle

1. On or with you 2. On relevant equipment 3. A routine backup

Why more than one placement?

Different incidents separate people from different things. A cyclist can be separated from a bicycle, a kitesurfer from a board and a hiker from a pack. Where practical, use sensible redundancy rather than relying on one object.

Activity placement ideas

Activity	On / with you	Backup / gear	Key point
Cycling / MTB	Hydration pack, cycling vest, ICE card	Bicycle frame, saddle/gear bag	Rider and bicycle can separate.
Running / trail	Running vest, hydration pack, race belt	Sports bag, ICE card	Keep the primary QR with the runner.
Hiking / backpacking	Backpack strap/exterior, jacket, waterproof card	Equipment tag, travel backup	Visible placement can be easier to find.
Motorcycling	Riding jacket/vest, ICE card	Motorcycle luggage or suitable label	Do not modify a helmet unless manufacturer guidance permits it.
Motocross / enduro	Hydration pack, riding kit, approved protector location	Bike or gear bag	Mud and abrasion need a durable, replaceable format.
Equestrian	Riding vest/jacket, ICE card	Saddle/gear tag	Rider and horse can separate.
Kitesurfing	Harness/PFD-related gear where permitted	Board label, gear bag	Do not rely on the board only.
Surfing	Suitable wetsuit/vest tag	Board label, gear bag	Equipment can separate from the surfer.
Scuba diving	BCD/dive-gear tag where permitted	Surface gear bag, waterproof card	Useful once a connected scanning device is available; not an underwater communication system.
Boating / sailing	PFD/life jacket where permitted, personal gear	Boat emergency station, personal bag	Prefer a placement that stays with the person.
Kayaking / paddling	PFD where permitted, hydration pack	Craft label, dry bag	Paddler and craft can separate.
Travel	Day pack, ICE card	Luggage tag, travel bag	Checked luggage should be a backup only.
Older adults	Wallet/purse card, handbag, suitable mobility-aid tag	Keyring, vehicle	Simple, visible and familiar locations are useful.
Camping / 4x4	Day pack, jacket, ICE card	Vehicle, camping bag	Use a personal placement as well as a vehicle/camp backup.

Choose the material for the environment

There is no single material that suits every situation. Choose a format intended for the expected water, sunlight, movement, heat and abrasion, and replace it when it becomes difficult to scan.

Material / format	Possible uses	Consider
PVC / plastic ICE card	Wallet, purse, ID holder, travel kit	Durable everyday option.
Laminated card	Wallet, glovebox, bag, document holder	Seal edges properly where moisture is expected.
Waterproof synthetic card	Hiking, trail, boating, diving surface kit	Choose stock designed for repeated wetting.
Outdoor / UV-resistant vinyl	Bike, motorcycle luggage, kayak, equipment case, vehicle	Use a product rated for the surface and outdoor conditions.
Reflective label	Bicycle, bag, outdoor gear	Test for glare; excessive reflection can reduce scanning in some lighting.
Fabric patch / textile label	Backpacks, hydration packs, jackets	Use a method compatible with the garment; avoid unsafe modification of PPE.
Silicone / rubber tag	Sports bags, luggage, backpack loops, keyrings	Keep the QR flat enough to scan reliably.
Metal / engraved tag	Keyrings, cases, selected fixed equipment	High durability, but contrast and detail must remain strong.
Marine-grade label	Boat, kayak, board, marine equipment	Choose materials/adhesives rated for water, salt and UV exposure.
Clear protective laminate	Outdoor labels exposed to abrasion/moisture	Avoid glare, bubbles or distortion over the QR.

Keep the QR scannable

- Use strong contrast - normally a dark QR on a light background.
- Keep a clean margin around the code; do not crowd it with text or borders.
- Avoid tight curves, folds or flexible areas that distort the QR.
- Test the final printed size at a realistic scanning distance.
- Inspect for fading, scratches, peeling, mud, salt and damage.
- Scan every finished format with more than one phone before relying on it.

Safety equipment first

Helmets, PFDs/life jackets, BCDs, protective clothing and other safety equipment may have manufacturer rules about stickers, solvents, adhesives, heat, drilling, sewing or alterations.

Do not damage protective equipment just to add a QR.

Do not drill or cut safety equipment, cover certification labels, use unknown solvents/adhesives, or sew/heat-transfer through protective equipment unless the manufacturer permits the method. When in doubt, use another placement such as a vest, pack, separate tag, ICE card or gear bag.

Checklist before you rely on the physical QR

- ☐ My emergency information is current.
- ☐ My emergency contacts are current.
- ☐ I have one placement on/with me where practical.
- ☐ I have considered a second placement on relevant equipment.
- ☐ I have a routine backup such as an ICE card, bag or keyring.
- ☐ The material suits the expected water, sun, movement and abrasion.
- ☐ I have not modified safety equipment contrary to manufacturer guidance.
- ☐ I tested every printed QR with more than one phone.
- ☐ I know the scanning device needs connectivity to open the web destination.
- ☐ I will inspect the physical QR and review the information behind it regularly.

Important limitations

The scanning device needs connectivity to open a web-based SenecMe ICE destination. Placement does not guarantee that a responder will notice or scan the QR. SenecMe supplements normal emergency preparation and does not replace emergency services, medical advice or activity-specific safety equipment.

One QR design. Several sensible placements. Be ready when life happens.