Sales Training Program 2017

POWERED BY

COOLPAX

Agenda

1. Company Overview
2. Powered By CoolPax Technology/How it works
3. When to Use CoolPax Technology
4. Proof of Concept/Who else uses it
5. CoolPax Product Offering
6. CoolPax in Your Market
7. Conclusions/Contact Information/Resources

Company Overview

- Largest manufacturer of Evaporative Cooling and Phase Change Cooling Vests in North America and Europe
- Distribution in North America, Europe, the Middle East, Southern Africa, Asia and Australia
- Consistently receive customer satisfaction rating in the high 80's and low 90's through our quarterly survey
- Key name brand customers include US Army, Parts Unlimited, Grainger, Hagemeyer NA, Central Pet, Harley Davidson, BMW, Decathlon, Hibbett Sports, Triumph, MSA, Hammacher Schlemmer

Powered By CoolPax Phase Change Cooling Technology – How it Works

- CoolPax are made up of phase change material sealed in polyurethane
- CoolPax inserts solidify in temperatures below 14C
- Once solid, they cool by absorbing heat away from the body, thus maintaining an area of 14C within the vest
- CoolPax can be activated in any environment where the temperature is below 14C (freezer, cooler etc)
- CoolPax inserts typically last 2-3 hrs and recharge in 35mins
- No airflow is required, ideal for humid environments or under heavy protective gear
- Can be stored in the freezer




Powered By CoolPax Phase Change Cooling Technology – How it Works

- Chemical based cooling (see MSDS sheet) using Phase Change Material (PCM)
- PCM is lighter than water (70% the weight of water)
- There is no freezer burn, condensation or fluctuating temperatures w/PCM and they last longer than water based vests
- PCM vests can be made in Cotton (w/FR liner), Indura and Nomex
- Vests weight approx 5.5lbs
- PCM inserts can be made into a variety of shapes and sizes
- Vests come in M/L (100-175lbs), L/XL (175-250lbs) & 2XL (250-300lbs), Custom

Powered By CoolPax Cooling Technology – Benefits

Comfortable Cooling in all conditions!

- Increases productivity - **Performance**
- Reduces the risk of heat stress & OSHA/HSE concerns - **Safety**
- Improved employee satisfaction – **Comfort**

CoolPax Phase Change Material vs Water/Gel Based Inserts

CoolPax (PCM)

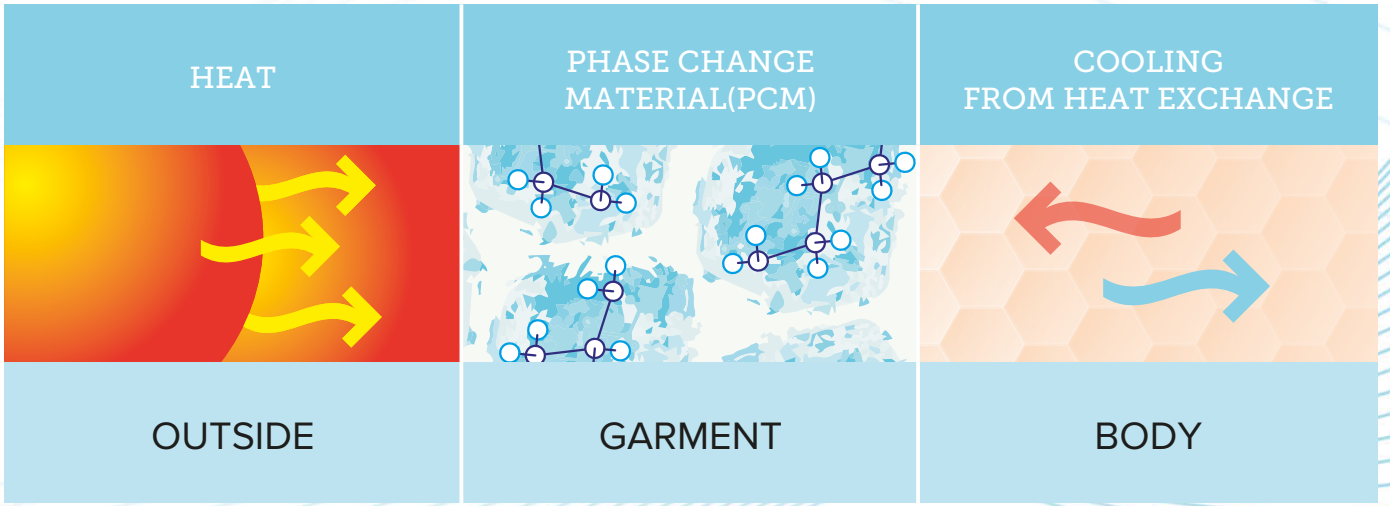
- CoolPax are made using unique Phase Change Material (PCM)
- PCM is 30% lighter than water
- PCM freezes at 58F (14C)
- No risk of ice burns or condensation
- Provides "comfortable" cooling
- Cooling Duration: 2-3 hrs
- Activate in freezer, fridge or ice water (no electricity)
- Activation Time: 45 mins
- Delivers targeted temperature of 58F (14C)
- Other temperatures available

Water/Gel Based Cooling Packs

- Cooling material is simple H2O
- Significantly heavier than CoolPax inserts
- Water freezes at uncomfortable 32F (0C),
- Can cause ice burns, vasoconstriction, and condensation on users
- Many users cannot tolerate ice against sensitive body areas
- Ice does not conform to the body and has sharp, uncomfortable corners
- Cooling Duration: only 1-1.5 hrs
- Activation: 1.5+ hrs (can only be activated in freezer)
- Only temperature available is 32F (0C)

CoolPax – When to Use it

1. Ideal for any climate
2. Works in high humidity areas where evaporation won't
3. Best option for underneath heavy protective gear with little or no airflow



Famous users CoolPax

Range of Existing Clients

CoolPax– Product Offering

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