



TECHNICHE

Sales Training Program 2017

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Agenda

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

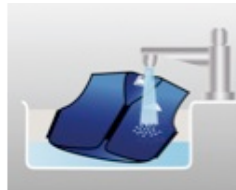
Company Overview

- Privately owned company headquartered in San Diego, CA
- 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, Schuberth, MSA, Hammacher Schlemmer

HyperKewl™ Evaporative Cooling Technology – How it Works

Simply put, it supercharges the body's natural cooling process!!

- HyperKewl fabric is the middle layer of our garments
- HyperKewl fabric is designed to absorb and hold water and then slowly release it through our advanced water management system
- Simply soak the garment for 2-3 mins and gently squeeze out excess water
- Evaporation of the stored water cools user down by up to 10F below the ambient temperature
- Requires airflow to be effective
- Humidity must be below 80% (if higher use CoolPax)
- Store on hanger in ventilated area



HyperKewl™ Evaporative Cooling Technology – Benefits

Simply put, it supercharges the body's natural cooling process!!

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

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HyperKewl™ Fabric vs Polymer Crystals

HyperKewl Fabric

- Uses Polyacrylate, a safe fiber used in a variety of human applications
- Is a versatile fabric that can be made into almost any garment
- Absorbs water evenly throughout the fabric leaving a natural looking garment
- Enables balanced water absorption creating lighter, more wearable garments
- Can be used to create aesthetically pleasing apparel items
- Activation Time: 1-3 minutes
- Cooling Duration: 5-10 hrs

Polymer Crystals

- Can be made from polyacrylamide powders, acrylamide is a known carcinogen
- Many small manufacturers do not know what type of polymer chemistry is in their product
- Garments are slimey after activation
- Water absorption is not evenly dispersed creating a “sausage” like appearance in the garment
- Result in heavy garments that can explode through seams
- Activation Time: 10 - 20 minutes
- Duration: 1-3 days (not practical and increases the chance of mold formation)

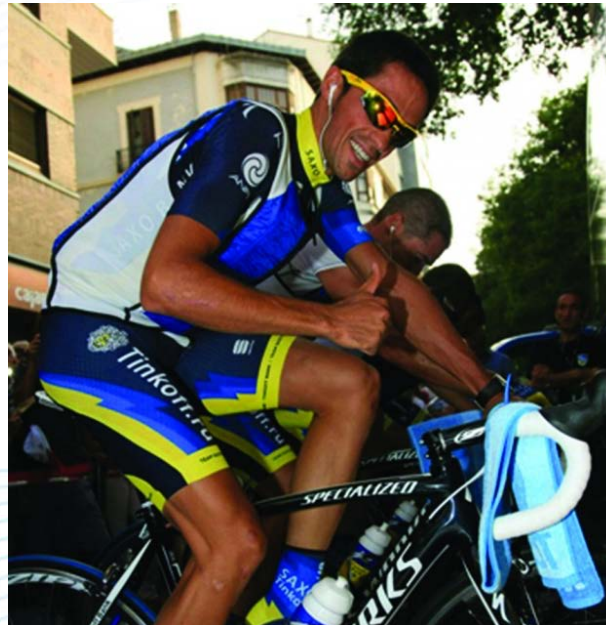
HyperKewl – When to Use it

1. Ideally suited for hot dry climates
2. Humidity 80% or less
3. Requires airflow
4. Working outdoors or in well ventilated areas

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Famous users CoolPax



Range of Existing Clients



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CoolPax– Product Offering

