



Equine

Sales Representative Informational Sheet 2019: HeatPax™

POWERED BY

HEATPAX™

TechNiche Air Activated Heating Garments Powered By Heat Pax™

Heat Pax™ warmers are made up of a combination of iron, activated carbon, cellulose, vermiculite, water and salt. These ingredients are wrapped in a container that keeps any oxygen from interacting with the ingredients inside the warmer.

Heat Pax™ warmers generate heat through a chemical reaction when these ingredients are combined with air. When the warmer is unwrapped oxygen is allowed to mingle with the ingredients inside the warmer. When the oxygen hits the iron in the warmer, it causes the iron to oxidize. The chemical reaction release energy in the form of heat, the salt acts as a catalyst, the carbon works as a dispersant agent and the vermiculite works to insulate the warmer and prevent the heat from escaping too quickly.

Main Products for Your Market

- 5529S** TechNiche Air Activated Heating Vest Powered by Heat Pax™ made with softshell
- 5529** TechNiche Air Activated Heating Vest Powered by Heat Pax™
- 5535** TechNiche Air Activated Heating Gloves Powered by Heat Pax™ (waterproof)
- 5541** TechNiche Air Activated Heating Body Warmers Powered by Heat Pax™ (Display Case, 40 pairs)
- 5551** TechNiche Air Activated Heating Hand Warmers Powered by Heat Pax™ (Display Case 40 pairs)
- 5571** TechNiche Air Activated Heating Adhesive Toe Warmers Powered by Heat Pax™ (Display Case 40 pairs)
- 5523S** TechNiche Air Activated Heating Ear Band Powered by Heat Pax™
- 5525** TechNiche Air Activated Heating Fleece Baseball Cap Powered by Heat Pax™

Key Selling Points

- Products generate heat to keep you warm during extended periods when out in the cold
- TechNiche Air Activated Heating line Powered by Heat Pax™ is a low cost warming solution
- All garments are designed to hold the warmers inside the garment for maximum warming impact
- All TechNiche Air Activated Heating garments include initial Heat Pax™ warmers

Competition

There is limited competition for quality garments combined with warmers. For just hand, body and toe warmer type products competitors include Grabber, and Heat Factory

Pricing Examples

Item	MSRP	Item	MSRP
5529 S	\$56.99	5551	\$35.49
5529	\$49.99	5571	\$39.49
5535	\$29.99	5523 S	\$12.99
5541	\$27.49		

*See your company for complete pricing and details.

Additional Information

www.techniche-intl.com for MSDS and testimonials
Contact: info@techniche-intl.com

