



# Pet

Sales Representative Informational Sheet 2019: CoolPax™

POWERED BY

**COOLPAX™**

## TechNiche Phase Change Cooling, Powered by Cool Pax™

Phase Change Material or PCM is a non-toxic chemical that freezes at 58F and stays at that temperature for 2-3 hrs. It works by absorbing heat away from the body. It is not a cold vest, it is a cool vest, and is designed to keep the user cool and comfortable, not cold. You can keep a PCM cooling insert pressed against your skin and there is no discomfort. There is no ice burn, condensation or fluctuating temperatures with PCM, like you would have with an ice vest. PCM is not water based, it is a carbon based liquid and it is 30% lighter than water. See MSDS for safety details.

### Main Products for Your Market

**8626** TechNiche Phase Change Cooling Coat Powered by Cool Pax™, avail S/M (9"-12" back), M/L (12"-18" back), L/XL (18"-24" back), Colors: Blue or Khaki

**8611** TechNiche Phase Change Cooling Pad Powered by Cool Pax™, One Size (19"x36"), Colors: Khaki

**Note:** Every 8626 Vest comes complete with a Cooler Bag for easy recharge and transport. Extra inserts can be purchased for all of these items.

### Key Selling Points

- Great for working dogs that have to deal with high temperatures
- Helps reduce heat fatigue in dogs
- Works well with control collars
- Best way to provide constant, comfortable temperatures for 2-3 hrs

### Competition

Main competition is an ice vest. They are heavier, last only 1-1.5 hrs, can cause ice burn, and fluctuating temperatures as the ice melts. They also provide a very uncomfortable cold feeling for the user and can cause chills.

### Pricing Example

Item	MSRP	Item	MSRP
8626 S/M	\$59.99	8626 L/XL	\$119.99
8626 M/L	\$89.99	8611	\$304.00

\*See your company for complete pricing and details.

### Additional Information

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

Mesurment	Approx. Dog Weight	Back Measurement	Typical Breed
Small/Medium	10 - 20lbs	14"-16"	Beagle
Medium/large	40 - 70lbs	16"-20"	Retriever
Large/XLarge	95 - 120lbs	20"-28"	Shepherd

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