



Pet

Sales Representative Informational Sheet 2019: HyperKewl™PLUS

POWERED BY

HYPERKEWL™ PLUS

TechNiche Evaporative Cooling Garments Powered By HyperKewl™PLUS

HyperKewl™PLUS material is a unique fabric that absorbs and then slowly releases water through evaporation.

To activate: simply submerge the item in water for 1-2 minutes allowing the HyperKewl™PLUS fabric to absorb the water. Gently squeeze out any excess water, wipe dry and the garment is ready to wear. Depending on outside temperatures the HyperKewl™PLUS garment will stay activated for 5-10 hours, cooling the body 15-20 degrees from the ambient temperature. Ideal conditions are warm dry climates, as high humidity (90 %+) will diminish the fabric's ability to evaporate water and therefore provide cooling. HyperKewl™PLUS fabric allows garments to have a uniform cooling effect while staying light weight and easy to use. The inner nylon is a water resistant fabric that keeps your body dry. HyperKewl™PLUS Vests are Machine Washable up to 40F.

Main Products for Your Market

8529 TechNiche Evaporative Cooling Dog Coat Powered by HyperKewl™PLUS available in Blue and Silver XS-XXL

8511 TechNiche Evaporative Cooling Dog Pad Powered by HyperKewl™PLUS available in Blue and Silver XS-XXL

6519 TechNiche Evaporative Cooling Dog Collar Powered by HyperKewl™PLUS available in USA Flag, Blue, Black, Khaki & Pink

Key Selling Points

- HyperKewl™PLUS garments are easy to activate and are a re-usable heat stress solution for the Canine
- HyperKewl™PLUS fabric provides a uniform cooling throughout the garment compared to other cooling options with no large swelling or slimy feel like found with crystals
- HyperKewl™PLUS Cooling Pads are made to fit in most regular size crates, see chart below for complete details
- HyperKewl™PLUS Canine Coat winner of the 2010 SuperZoo Best New Canine Product
- Light weight and durable
- Machine Washable

Competition

Main competition is cooling crystals. These require the user to soak for extended periods of time and if over soaked can burst at the seams exposing harmful ingredients to the Horse or Canine. Crystal products are much heavier and tend to look unnatural as garments. They will stay hydrated for days increasing the chances that mildew will set in.

Pricing Example

Item	MSRP	Item	MSRP
8529 M	\$42.99	8511 M	\$32.99

*See your company for complete pricing and details.

Additional Information

www.techniche-intl.com for MSDS and testimonials

Contact: info@techniche-intl.com

Canine Sizing	Cooling Pad Size	Approx. Dog Weight	Back Measurement	Typical Breed
X Small	15" X 20"	10lbs	Up to 8"	Miniature
Small	19" X 24"	25lbs	9"-12"	Spaniel
Medium	21" X 30"	40lbs	13"-16"	Beagle
Large	23" X 36"	70lbs	17"-20"	Retriever
Extra Large	28" X 42"	95lbs	21"-24"	Rottweiler
XX Large	32" X 48"	120lbs	25"-30"	Great Dane

8511



8529

