

# Sales Training Program 2017 Powered By Cool Pax™

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**COOLPAX**



**TECHNICHE**  
PERFORMANCE, SAFETY, COMFORT

# Agenda

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



# Company Overview

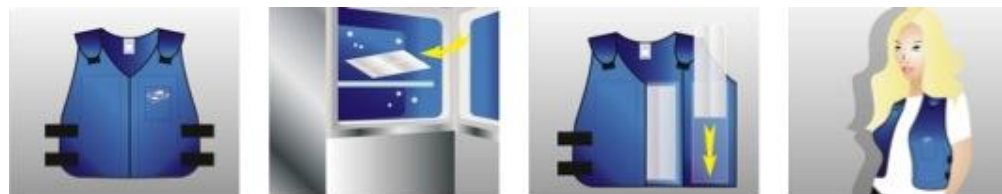
- Privately owned company headquartered in San Diego, CA
- Largest manufacturer of Evaporative Cooling and Phase Change Cooling Vests in North America and Europe
- Distribution in North America, Europe, the Middle East, Southern Africa, Asia and Australia
- Consistently receive customer satisfaction 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



# Powered By Cool Pax™ Phase Change Cooling Technology – How it Works

## Comfortable Cooling in all conditions!

- Cool Pax™ are made up of phase change material sealed in polyurethane
- Cool Pax™ 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
- Cool Pax™ can be activated in any environment where the temperature is below 14C (freezer, cooler etc)
- Cool Pax™ 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 Cool Pax™ Phase Change Cooling Technology – How it Works

## **Comfortable Cooling in all conditions!**

- 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 Cool Pax™ Cooling Technology – Benefits

**Comfortable Cooling in all conditions!**

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

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# Cool Pax™ Phase Change Material vs Water/Gel Based Inserts

## Cool Pax (PCM)

- Cool Pax 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

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## Water/Gel Based Cooling Packs

- Cooling material is simple H2O
- Significantly heavier than Cool Pax 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)

# Cool Pax™ – 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



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# Who Else Uses Cool Pax™

Some of the best athletes in the world, and some of the most important First Responders on the planet!!!



Lewis Hamilton, Jenson Button  
F1 Champions



FEMA Crew Los Angeles Team



Antonio Cairoli,  
MX Champion



Dutch National Football Team 2012



# Who Else Uses Cool Pax™



FEMA



# Cool Pax– Product Offering

- Vests and Headwear



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# Market Specifics



# Contact Info & Resources

- Customer/Sales Support
  - Email [support@techniche-intl.com](mailto:support@techniche-intl.com),
  - Phone (1-888-823-2665)
- Catalogs (<http://techniche-intl.com/catalogs.html>)
- Website
  - [www.techniche-intl.com](http://www.techniche-intl.com), go to Documents
- Videos
  - [www.youtube.com/technicheintl](http://www.youtube.com/technicheintl)
- Documentation
  - On website and through support
- Image Library
  - On website in *Image Library*
- Content Matrix
  - Through support
- Price Lists

**Thank You**

**Questions ?**

**Next Steps**

