

Sales Training Program  
2017  
Powered By Heat Pax™

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# Agenda

1. Company Overview
2. Heat Pax™ Air Activated Heating Technology/How it works
3. When to Use Heat Pax™ Air Activated Heating Technology
4. Proof of Concept/Who else uses it
5. Heat Pax™ Product Offering
6. Heat 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 Heat Pax™ Air Activated Heating Technology – How it Works

## Soothing warmth in all conditions!

- Our Heat Pax warmers heat up when exposed to air
- Simply open the packet, expose it to air and place inside a pocket
- It takes 5-10 mins to heat up
- It is a safe chemical reaction caused when you have air, iron powder, water, vermiculite, wood and salt
- As ingredients mix with air they react to generate heat
- Non toxic reaction
- Can be disposed of with regular garbage once used
- The Heat Pax warmers can be combined with our fleece garments with built in pockets for Heat Pax



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# Powered By Heat Pax™ Air Activated Heating Technology – Benefits

- Simple and easy to use heating option
- Low cost option
- Disposable
- Provides warmth for extended periods of time
- Completely portable, not tied to an external power source
- Have a three year shelf life
- All TechNiche garments powered by Heat Pax come with a set of warmers

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# Powered By Heat Pax™ Heating Technology – Benefits

**Soothing warmth in all conditions!**

- Increases productivity - **Performance**
- Reduces the risk of physical stress from cold temperatures - **Safety**
- Improved employee satisfaction – **Comfort**

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# Who Else Uses Heat Pax™

People (and animals) From All Walks of Life!



# Who Else Uses Heat Pax™

**PARTS  
UNLIMITED**

**INLINE**  
DISTRIBUTING COMPANY

AVAILABLE THROUGH  
**GRAINGER**  
FOR THE ONES WHO GET IT DONE

 **GLOBAL**  
globalindustrial.com

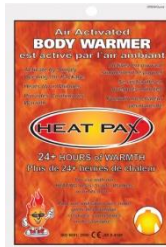
**Chick's**  
DISCOUNT  SADDLERY  
Since 1975

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# Powered By Heat Pax™ Product Offering

- We offer vests, jackets, hats, gloves and more powered by our Heat Pax™ warmers
- TechNiche Heat Pax™ warmers come as Toe Warmers, Hand Warmers and Body Warmers



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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**

