

Sales Training Program 2017 Powered By HyperKewl™

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Agenda

1. Company Overview
2. HyperKewl™ Evaporative Cooling Technology/How it works
3. When to Use HyperKewl™ Evaporative Cooling Technology
4. Proof of Concept/Who else uses it
5. HyperKewl™ Product Offering
6. HyperKewl™ 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



HyperKewl™ Evaporative Cooling Technology – How it Works

Simply put, it supercharges the body's natural cooling process!!

- HyperKewl™ fabric is the middle layer of our garments
- HyperKewl™ fabric is designed to absorb and hold water and then slowly release it through our advanced water management system
- Simply soak the garment for 2-3 mins and gently squeeze out excess water
- Evaporation of the stored water cools user down by up to 10F below the ambient temperature
- Requires airflow to be effective
- Humidity must be below 80% (if higher use Cool Pax™)
- Store on hanger in ventilated area



HyperKewl™ Evaporative Cooling Technology – Benefits

Simply put, it supercharges the body's natural cooling process!!

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

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HyperKewl™ Fabric vs Polymer Crystals

HyperKewl™ Fabric

- Uses Polyacrylate, a safe fiber used in a variety of human applications
- Is a versatile fabric that can be made into almost any garment
- Absorbs water evenly throughout the fabric leaving a natural looking garment
- Enables balanced water absorption creating lighter, more wearable garments
- Can be used to create aesthetically pleasing apparel items
- Activation Time: 1-3 minutes
- Cooling Duration: 5-10 hrs

Polymer Crystals

- Can be made from polyacrylamide powders, acrylamide is a known carcinogen
- Many small manufacturers do not know what type of polymer chemistry is in their product
- Garments are slimy after activation
- Water absorption is not evenly dispersed creating a “sausage” like appearance in the garment
- Result in heavy garments that can explode through seams
- Activation Time: 10 - 20 minutes
- Duration: 1-3 days (not practical and increases the chance of mold formation)



HyperKewl™ – When to Use it

1. Ideally suited for hot dry climates
2. Humidity 80% or less
3. Requires airflow
4. Working outdoors or in well ventilated areas



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Who Else Uses HyperKewl™

Some of the best athletes in the world, and some of the top brand names on the planet!!!



Lewis Hamilton, Jenson Button
F1 Champions

Alberto Contador,
Tour de France Champion

Antonio Cairoli,
MX Champion



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Who Else Uses HyperKewl™



Hammacher Schlemmer
Offering the Best, the Only and the Unexpected Since 1848



HAGEMEYER



FEMA



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Powered By HyperKewl™ – Product Offering

- Vests, Hats, Bandanas, Blankets and more



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Market Specifics



Contact Info & Resources

- Customer/Sales Support
 - Email support@techniche-intl.com,
 - Phone (1-888-823-2665)
- Catalogs (<http://techniche-intl.com/catalogs.html>)
- Website
 - www.techniche-intl.com, go to Documents
- Videos
 - 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

