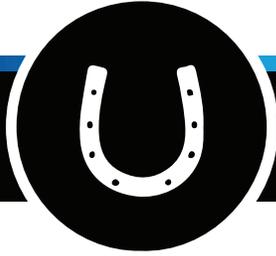




**TECHNICHE**  
PERFORMANCE, SAFETY, COMFORT

TechNiche LLC  
2575 Pioneer Ave, Suite 101  
Vista, California 92081  
888.823.2665  
techniche-intl.com



# Equine

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

**4531** TechNiche Hybrid Sport Vest, Powered by Cool Pax™ is available in Mid Blue, Silver and Black. Sizes S-3XL

**6626-PEV** TechNiche Performance Enhancement Phase Change Cooling Powered by Cool Pax™ in XS/S, M/L, XL/2XL, 3XL/4XL

**6620** TechNiche Phase Change Cooling Neck Band Powered by Cool Pax™ in Blue or Khaki

Note: Every 6626 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

- Only solution available for people working or playing in environments with limited air flow such as enclosed arenas.
- 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
4531	\$199.99	6620	\$29.99
7065V	\$135.99		

\*See your company for complete pricing and details.



4531



7065V



6620