



Outdoor Rec.

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 Cooling Vests are Machine Washable up to 140F

Main Products for Your Market

- 6529** TechNiche Evaporative Cooling Sport Vest Powered by HyperKewl™Plus available in Blue, Black, Hi-Viz Lime, Khaki, Real Tree and Pink XS-XXL
- 6531** TechNiche Evaporative Cooling Ultra Sport Vest Powered by HyperKewl™ in Silver, Blue, Black and Hi-Viz Lime XS-XXL
- 6201** TechNiche Evaporative Cooling Kewlshirt Tank Powered by HyperKewl™Plus in Blue Trim, HiViz Teal & Silver XS-3XL
- 6536** TechNiche Evaporative Cooling Skull Cap Powered by HyperKewl™ in USA Flag, Blue, HiViz & Black
- 6519** TechNiche Evaporative Cooling Neck Band Powered by HyperKewl™Plus in USA Flag, Blue, Black, Khaki, Real Tree HiViz & Pink
- 6593** TechNiche Evaporative Cooling Sport Cap Powered by HyperKewl™Plus in Black and Blue/White

Key Selling Points

- Low cost cooling solution available in various types of product applications
- HyperKewl™Plus garments are easy to activate and are a re-usable heat stress solution
- 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
- Light weight and durable
- Machine Washable

Competition

Main competition is cooling crystals. These take up to 30 minutes to soak and if over soaked can burst at the seams. Products are much heavier and tend to look unnatural on garments. They will stay hydrated for days increasing the chances that mold and mildew will set in.

Pricing Example

Item	MSRP	Item	MSRP
6529	\$47.99	6536	\$6.99
6201	\$59.99	6519	\$3.99
6531	\$51.99	6593	\$21.99

Additional Information

www.techniche-intl.com for MSDS and testimonials
Contact: info@techniche-intl.com

*See your company for complete pricing and details.

