



**TECHNICHE**  
PERFORMANCE, SAFETY, COMFORT

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# Powersports

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** TechNiche Phase Change Cooling Vest Powered by Cool Pax™ available in Mid Blue, Khaki, Black, M/L (100-175lbs), L/XL (175-250lbs), XXL (250-300lbs)

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

- Great for pre-cooling and post cooling when competing to reduce heat fatigue and heat stress.
- Only solution available for people working or playing in environments with limited air flow such as enclosed arenas or within heavy protective gear.
- Best way to provide constant, comfortable temperatures for 2-3 hrs

## Famous Users

Ferrari and McLaren F1 Teams, Tour De France Winner Alberto Contador and HTC Columbia Cycling Team

## 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
6626	\$179.99	4531	\$199.99
6665-V	\$139.99	7065-V	\$129.99

\*See your company for complete pricing and details.

## Additional Information

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



6626



4531