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# **Sales Training Program**

## **2021**

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**COOLPAX™**

# Agenda

1. Company Overview
2. Powered By Cool Pax™ Technology/How it works
3. When to Use Cool Pax™ Technology
4. Proof of Concept/Who else uses it
5. Cool Pax™ Product Offering
6. Cool Pax™ in Your Market
7. Conclusions/Contact Information/Resources

# Company Overview

- Privately owned company, and division of Occunomix LLC.
- 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
- Key name brand customers include US Army, Parts Unlimited, Grainger, Harley Davidson, BMW, MSA, Hammacher Schlemmer, JSP and others

# How it Works

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## Comfortable Cooling in all conditions!

- Cool Pax™ are made up of phase change material sealed in polyurethane
- Cool Pax™ inserts solidify in temperatures below 58°F/14°C
- Once solid, they cool by absorbing heat away from the body, thus maintaining a temperature of approximately 14C within the vest
- Cool Pax™ can be activated in any environment where the temperature is below 58°F/14°C (freezer, cooler etc)
- Cool Pax™ inserts typically last 2-3 hrs and recharge in 35mins
- No airflow is required, ideal for humid environments or under heavy protective gear
- Can be stored in the freezer



# How it Works

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## Comfortable Cooling in all conditions!

- Chemical based cooling (see SDS sheet) using Phase Change Material (PCM)
- PCM is lighter than water (70% the weight of water)
- There is no freezer burn, condensation or fluctuating temperatures w/PCM and they last longer than water based vests
- PCM vests can be made in Cotton, Indura and Nomex
- Vests weight approx 5.5lbs
- PCM inserts can be made into a variety of shapes and sizes
- Vests come in M/L (100-175lbs), L/XL (175-250lbs) & 2XL (250-300lbs), Custom

# Benefits

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## Comfortable Cooling in all conditions!

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



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# Cool Pax™ Phase Change Material vs Water/Gel Based Inserts

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## CoolPax™ (PCM)

- Cool Pax are made using unique Phase Change Material (PCM)
- PCM is 30% lighter than water
- PCM freezes at 58°F/14°C
- No risk of ice burns or condensation
- Provides “comfortable” cooling
- Cooling Duration: 2-3 hrs
- Activate in freezer, fridge or ice water (no electricity)
- Activation Time: 45 mins
- Delivers targeted temperature of 58°F/14°C
- Other temperatures available

## Water/Gel Based Cooling Packs

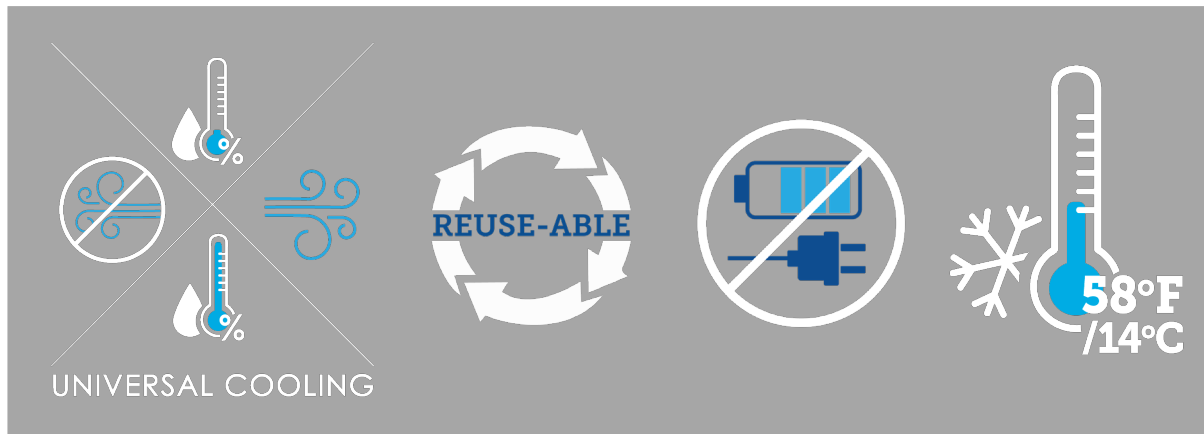
- Cooling material is simple H<sub>2</sub>O
- Significantly heavier than Cool Pax inserts
- Water freezes at uncomfortable 32°F/0°C,
- Can cause ice burns, vasoconstriction, and condensation on users
- Many users cannot tolerate ice against sensitive body areas
- Ice does not conform to the body and has sharp, uncomfortable corners
- Cooling Duration: only 1-1.5 hrs
- Activation: 1.5+ hrs (can only be activated in freezer)
- Only temperature available is 32°F/0°C

# When to Use

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1. Ideal for any climate
2. Works in high humidity areas where evaporation won't
3. Best option for underneath heavy protective gear with little or no airflow



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# Users

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Some of the best athletes in the world, and some of the most important First Responders on the planet use Cool Pax!!!



**Cheyenne Harmon**



**Canadian Olympic Triathlon Team**



**Canadian Olympic Para-Rugby Team**



**TREK Tour De France**

# Who Else Uses

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FEMA



# Product Offering

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- Vests, Headwear and accessories



# Market Specifics

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# 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



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**Thank You**

**Questions ?**

**Next Steps**