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Sales Training Program 2021

POWERED BY

HYPERKEWL™ PLUS

Agenda

1. Company Overview
2. HyperKewl™ Plus Evaporative Cooling Technology/How it works
3. When to Use HyperKewl™ Plus Evaporative Cooling Technology
4. Proof of Concept/Who else uses it
5. HyperKewl™ Plus Product Offering
6. HyperKewl™ Plus 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, MSC Industrial Supply Co., Northern Safety & Industrial, Harley Davidson, BMW, JSP, MSA, Hammacher Schlemmer

How it Works

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

- HyperKewl™ Plus fabric is the middle layer of our three layer garments
- HyperKewl™ Plus 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™)
- Machine Washable up to 104°F/40°C
- Store on hanger in ventilated area



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Benefits

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**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™ Plus Fabric vs Polymer Crystals

HyperKewl™ Plus 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
- Fabric is machine washable
- Activation Time: 1-3 minutes
- Cooling Duration: 5-10 hrs

Polymer Crystals

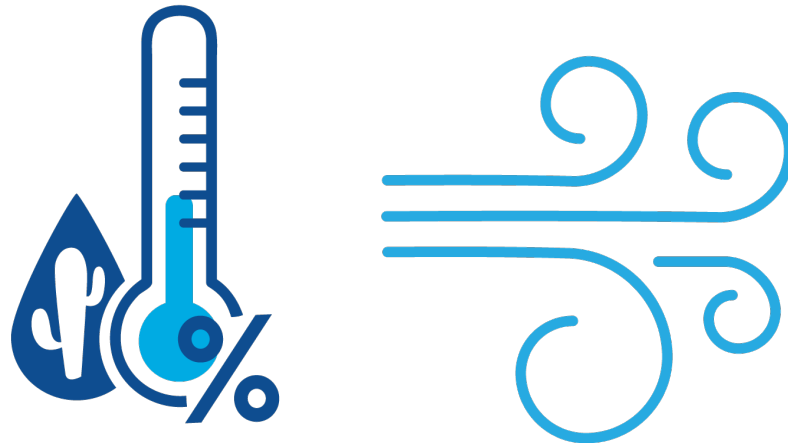
- Can be made from polyacrylamide powders, acrylamide is a known carcinogen
- Many small manufacturers do not know what type of polymer chemistry is in their product
- Garments are slimey after activation
- Water absorption is not evenly dispersed creating a “sausage” like appearance in the garment
- 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)

When to Use

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



Users

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



James Golding-Racecar Driver



Evens Stievenart
Winner of the RAAM 2019



Anita-Para Climber



Who Else Uses

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Hammacher Schlemmer

Guaranteeing the Best, the Only, and the Unexpected for **171** years.



Ferrari



HAGEMEYER



GRAINGER

aramark



FEMA

Product Offering

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- Vests, Hats, Bandanas, Blankets and more



Market Specifics

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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



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Thank You

Questions ?

Next Steps