



TechNiche Evaporative Cooling Garments Powered By HyperKewl™PLUS

HyperKewl™ PLUS evaporative cooling technology is a combination of specialized fabric and fibers which utilizes a unique chemistry to achieve rapid absorption of water, stable water storage, and enhanced water evaporation. The HyperKewl™ PLUS fabric cools your body exactly like the body cools itself, through the evaporation of water, only, HyperKewl™ PLUS super-charges the body's natural cooling process, thereby helping the wearer to combat heat stress. HyperKewl™ PLUS products put a layer of water around the individual and evaporates it. HyperKewl™ PLUS vests and accessories are lined with water repellent fabric on the inside allowing the wearer to stay dry while still feeling the cooling effects.

HOW TO USE :

1. Soak your HyperKewl™PLUS item in clean water for 2-3 minutes
2. Gently squeeze out the excess water
3. Your HyperKewl™PLUS item is ready to wear

Main Products for Your Market

- 8529** TechNiche Evaporative Cooling DOG COAT Powered by HyperKewl™PLUS available in Blue and Silver XS-XXL
- 8511** TechNiche Evaporative Cooling DOG PAD Powered by HyperKewl™PLUS available in Blue and Silver XS-XXL
- 6519** TechNiche Evaporative Cooling DOG NECK BAND Powered by HyperKewl™PLUS available in USA Flag, Blue, Black, Khaki & Pink

Key Selling Points

- HyperKewl™PLUS garments are easy to activate and are a re-usable heat stress solution for the Canine
- 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 crystal
- HyperKewl™PLUS Cooling Pads are made to fit in most regular size crates, see chart below for complete details
- HyperKewl™PLUS Canine Coat winner of the 2010 SuperZoo Best New Canine Product
- Light weight and durable
- Machine Washable

Competition

Main competition is cooling crystals. These require the user to soak for extended periods of time and if over soaked can burst at the seams exposing harmful ingredients to the Horse or Canine. Crystal products are much heavier and tend to look unnatural as garments. They will stay hydrated for days increasing the chances that mildew will set in.

Pricing Example

Item	MSRP	Item	MSRP
8529 M	\$45.00	8511 M	\$34.99

Additional Information

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

*See your company for complete pricing and details.

8511



8529

