



**TECHNICHE**  
PERFORMANCE, SAFETY, COMFORT

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# Equine

Sales Representative Informational Sheet 2019: HyperKewl™ and HyperKewl™Plus

POWERED BY

**HYPERKEWL™ PLUS**

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**HYPERKEWL™**

## TechNiche Evaporative Cooling Garments Powered By HyperKewl™ and HyperKewl™PLUS :

HyperKewl™ and 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™ and 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 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 and 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.

### Main Products for Your Market

- 6529** TechNiche Evaporative Cooling Sport Vest Powered By HyperKewl™Plus available in Blue, Black, Hi-Viz Lime, Khaki, & Pink XS-XXL
- 6530F** TechNiche Evaporative Cooling Deluxe Female Vest Powered By HyperKewl™ Plus available in Silver, Blue, Black & Khaki S-2XL
- 6519** TechNiche Evaporative Cooling Neckbands Powered By HyperKewl™Plus in USA Flag, Blue, Black, Khaki & Pink
- 8510** TechNiche Evaporative Cooling Horse Blanket Powered By HyperKewl™ in Blue & Silver – 14.1-15.3 Hands S/M & 16-18 Hands L/XL
- 8550** TechNiche Evaporative Cooling Horse Leg Wraps Powered By HyperKewl™ in Blue & Silver – One Size
- 8520** TechNiche Evaporative Cooling Horse Neck Wrap Powered By HyperKewl™ available in Silver and Blue Small, Medium & Large

### Key Selling Points

- Low cost cooling solution available in various types of product applications
- TechNiche Evaporative Cooling Garments Powered by HyperKewl™ and HyperKewl™Plus are easy to activate and are a re-usable heat stress solution
- HyperKewl™ and 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
- HyperKewl™Plus is Machine Washable up to 140F.

### 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
6529	\$47.99	8520M	\$34.99
6530F	\$59.99	8510L	\$85.90
6519	\$4.50	8550	\$43.99

\*See your company for complete pricing and details.

### Additional Information

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

**8510  
& 8550**



6529



6530F

