



# MARKETING SUPPORT

When the garment you choose carries the **ThermoCool®** brand label, you and your customers can be confident you have made the right choice.

The ADVANSA **ThermoCool®** label is your reassurance of premium performance. The garments are made from approved fabrics that meet the high standard of the certification ADVANSA requires from all manufacturers.

Certified fabrics made with ADVANSA **ThermoCool®** are regularly tested to ensure they continue to meet ADVANSA's high standards.

To your customers, the ADVANSA **ThermoCool®** brand name means quality, consistency and performance. For the textile industry, it means added value for all your products. And, of course, we provide our own package of unparalleled consumer communications support. Global advertising, retail promotions, top sports sponsorships and public relations activities which help build brand recognition and drive sales.



SUITABLE FOR COLD/WARM ENVIRONMENT



THERMAL REGULATION & BALANCE BODY TEMPERATURE



WEARING COMFORT



QUALITY



EASY CARE



FOR FURTHER INFORMATION, PLEASE CONTACT: ADVANSA MARKETING GMBH • FRIELINGHAUSER STR. 5 59071 HAMM • NURHAN NALBANT nurhan.nalbant@advansa.com • TEL +49 2388 840 2306 • FAX +49 2388 840 2350

This information is based on our current knowledge on this subject. Its sole objective is to offer possible suggestions for your own consideration. It is not intended to replace any testing you may need to conduct to determine for yourself the adequacy of our products to your particular needs. This information may be subject to revision as new knowledge and experience become available. ADVANSA cannot anticipate end use conditions and variables of this information, and thus does not warranty nor can be held liable for the use that may be made of it. This publication and its content are not to be considered as a licence to operate under or as a recommendation to infringe any patent right.

ADVANSATHERMOOCOOL® is a registered trademark of ADVANSA.



# ADVANSA ThermoCool®



## The Duoregulation™ fibre technology

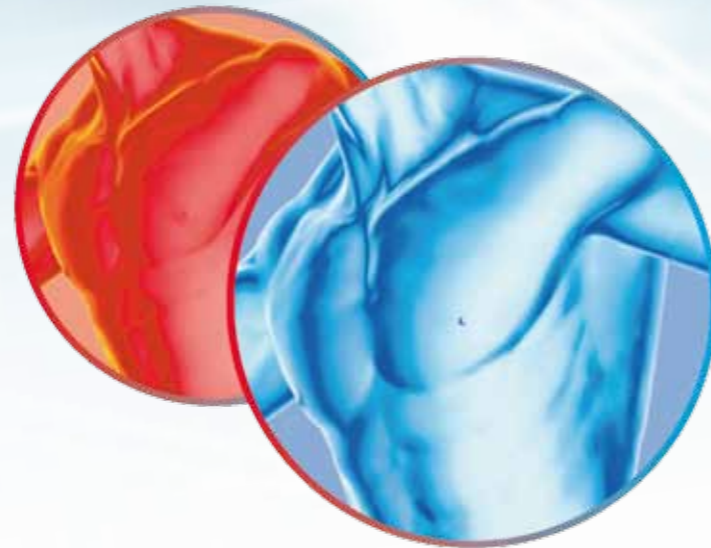
# WHAT IS <sup>ADVANSA</sup> Thermo° Cool®?

The brand which provides **Duoregulation™**

## Feeling too **HOT** or too **COLD** ?

We have all experienced these two extreme and contrasting sensations, hot and cold, during the same day or a particular activity and their negative aspects on comfort and performance.

Offering energy and wellness. Duoregulation™ provides overall comfort helping you to be warm when you feel cold and cool when you feel hot.



ADVANSA Thermo°Cool® is designed to optimize the body's natural thermal capabilities through smart fibre cross-sections: Duoregulation™ adapts to the wearer's needs.



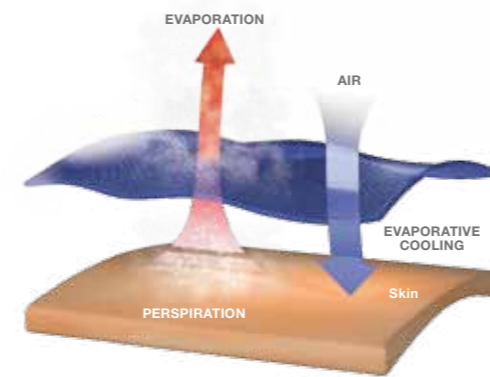
ADVANSA Thermo°Cool® provides dual functionality born from ADVANSA's experience in advanced fibre technology.

ADVANSA Thermo°Cool® is made with a unique combination of different engineered fibre cross-sections.

Made from smart fibre cross-sections  
ADVANSA Thermo°Cool® provides Duoregulation™

# HOW DOES <sup>ADVANSA</sup> Thermo° Cool® WORK?

The fabric interacts with the body by balancing temperature changes helping to conserve energy levels and improve wellness.

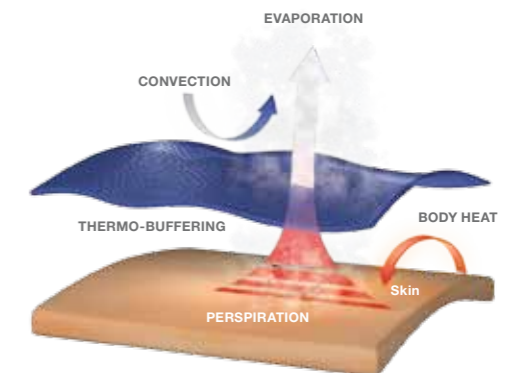


## Feeling too **HOT**?

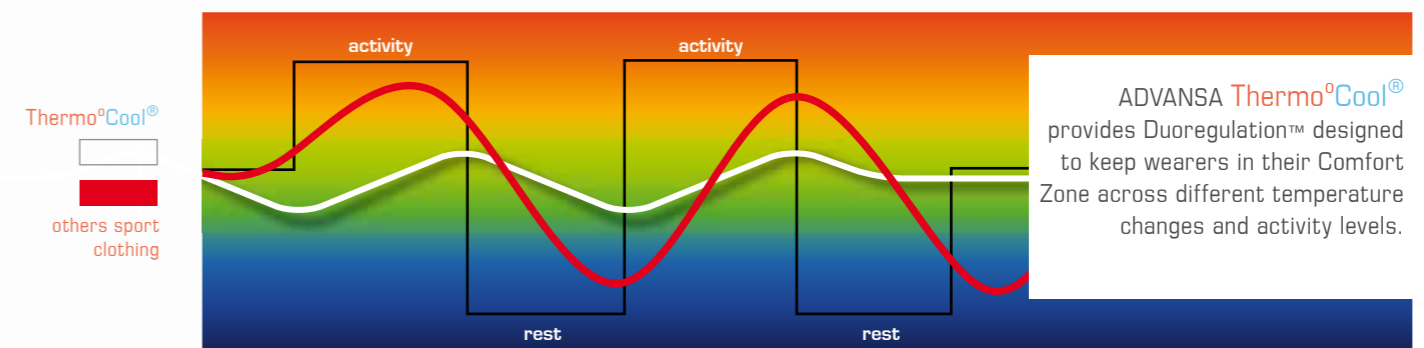
ADVANSA Thermo°Cool® evaporates moisture faster than other materials thanks to its unique fibre mix. The fibres are designed to provide added evaporative surface, outstanding moisture transport and allow enhanced air circulation focussing energy on the evaporation process.

## Feeling too **COLD**?

The fibre combination in the fabric provides a light weight material with thermo-buffering properties: designed to protect the user from temperature changes. This also helps to prevent post exercise chill and still allow excess heat to dissipate into the air.



## Duoregulation™ in action:



ADVANSA Thermo°Cool® helps you to be warm when you feel cold and cool when you feel hot.

Duoregulation™ means saving body energy and improving wellness in order to allow you to focus on your performance.