



**Outlast®**  
Not too Hot, Not too Cold®



**THERMO-REGULATING  
APPAREL**



# How to Succeed With Outlast® Technology

## Presentation Outline

- A Problem
- The Solution
- What is Outlast® Technology and How it Works
- Dos and Don'ts of Selling
- Selling Tools -Marketing tools, E-Learning
- Common Questions

## The Problem



**Problem:** Varying environmental temperature and conditions that disrupt comfort levels.

- Causing disruption in work and play.

**Solution:** StructureWear™ with Outlast® Heat Management

- Maintain temperature balance.

**Result:** A permanent cycle of comfort through temperature regulation.

- Comfort in any geography & season.



## The Solution - Structure Wear Base Layer



- Heat Management
- Odor Management
- Moisture Management



## StructureWear™ Products with Outlast® Materials Lead to Improved Comfort



- Adjusting and controlling microclimate temperature
- Reducing sweat and relative humidity
- Delaying the effects of outside environment
- Delaying or preventing the onset of discomfort
- Metabolic energy is conserved when temperature swings are minimized
- No melt to drip



## What Outlast® Technology Is

Patented, Phase Change Material - Certified  
Space Technology



Proactive

Moisture reduction technology

Continuous

Versatile

Tested and proven



## How Outlast® Technology Works

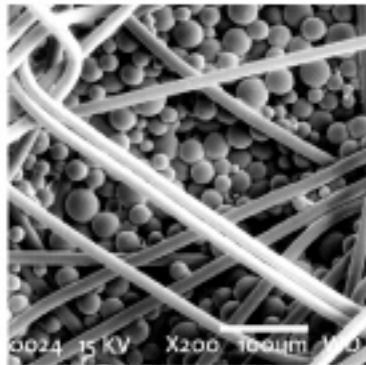


Ice is a common phase change material. You can control the temperature of your drink by the amount of ice you put in it.

- As the environment around the drink begins to heat up, the ice absorbs this energy and begins to melt
- While the ice is melting, the drink stays at the same temperature
- The more ice in the drink, the longer it will stay cool

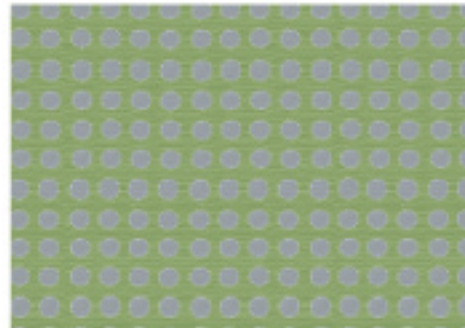
In fabrics, Outlast® technology adjusts to the temperature in the immediate environment.

## Outlast® Applications



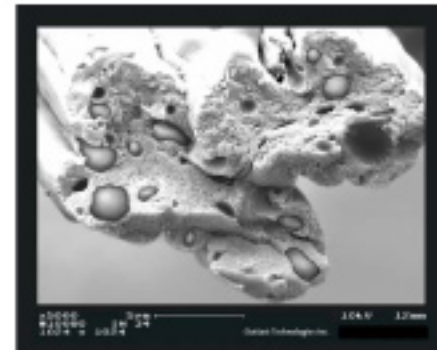
### Coated Fabrics

Outlast® Thermocules™ are coated onto fabric



### MIC

Outlast® Thermocules™ are printed onto flat fabric

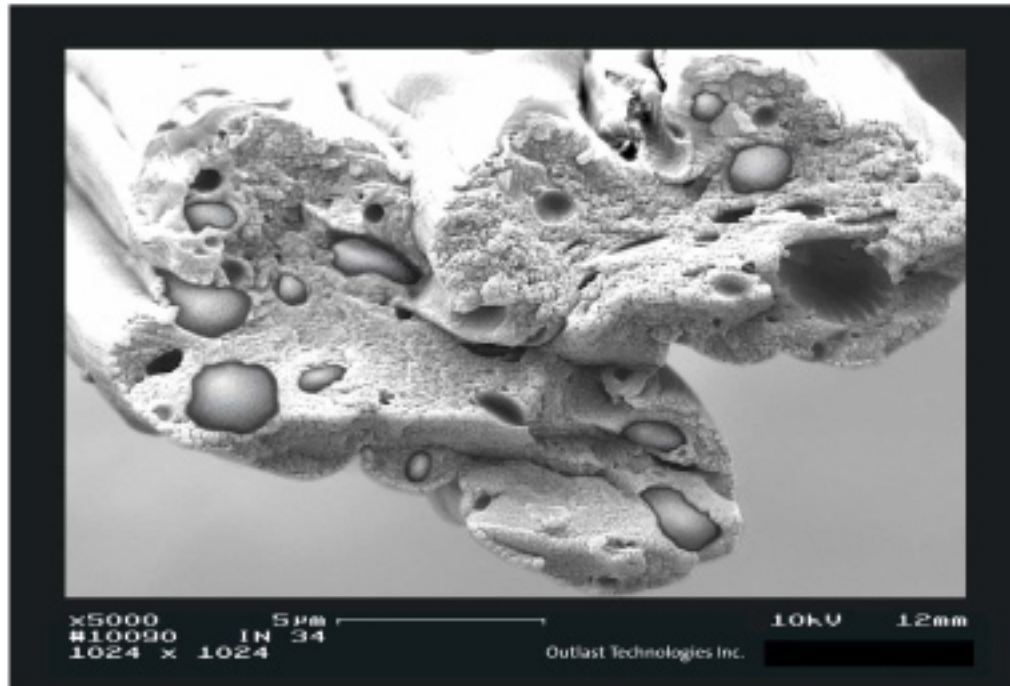


### In-Fiber

Outlast® Thermocules™ are inside the fiber.



In StructureWear™, Outlast® Thermocules™ are inside the fibers



# How Outlast® Technology Works

## Outlast® Technology Is...Proactive



### Proactive Vs. Reactive

Other products in the market claim better comfort through moisture management.

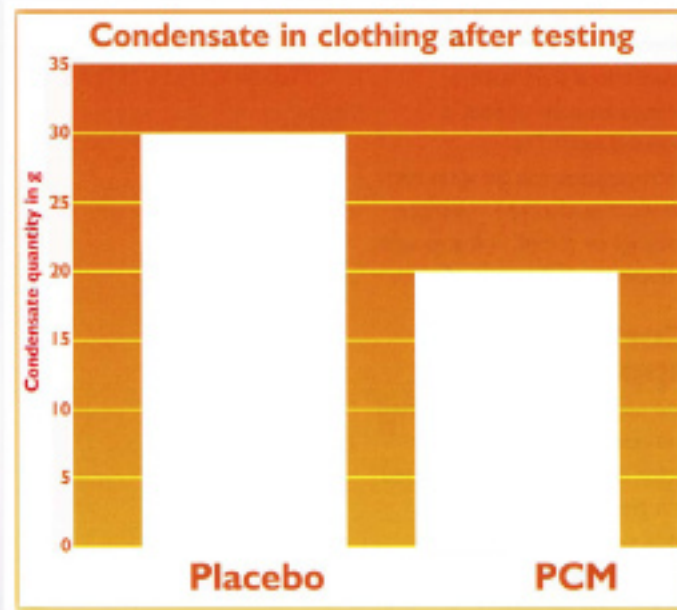
Outlast® technology is different:

- It proactively buffers temperature swings to prevent sweating.
- Wicking technologies are reactive - the user must sweat and become uncomfortable prior to receiving any benefit, whereas **Outlast® technology delays the onset of sweat** to keep the wearer more comfortable, longer.



## Features and Benefits

Outlast® Technology Is...Moisture Reduction Technology



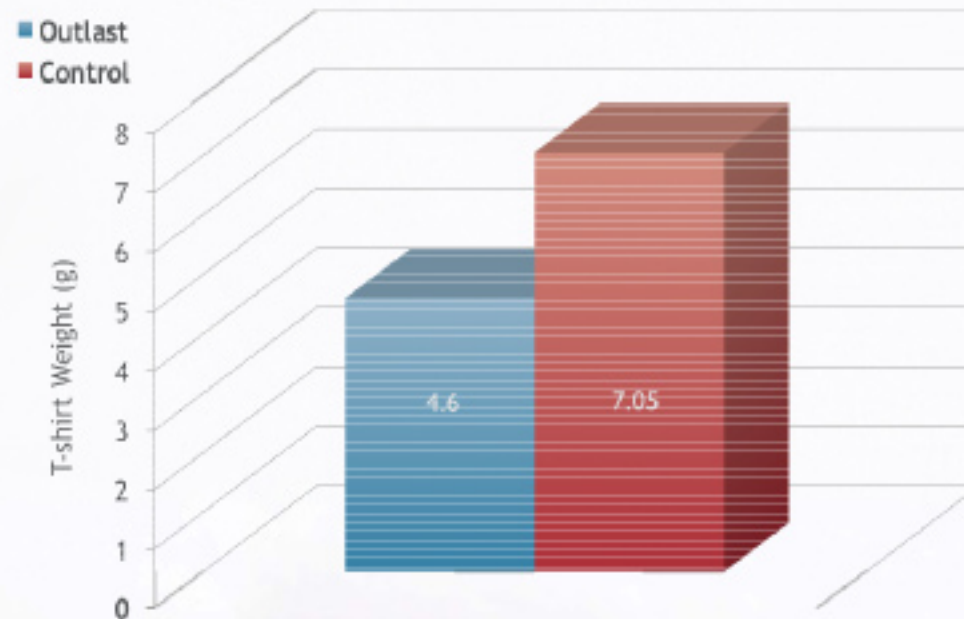
Reduces relative humidity next to skin causing a reduction in sweat and chills.

- Doesn't just wick moisture away - reduces it with Outlast® materials.
- A reduction in perspiration produces less odor.



## Moisture up-Take in lightweight T-shirt

This chart shows a **34.8%** reduction in sweating when wearing a lightweight t-shirt with Outlast® technology.



## What Outlast® Technology Is Not

Reactive wicking technology

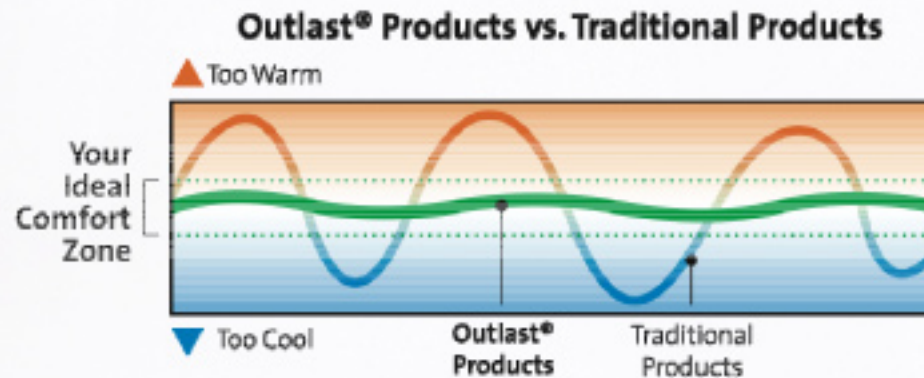
An air conditioner

Insulation



# Features and Benefits

Outlast® Technology Is...Continuous & Versatile

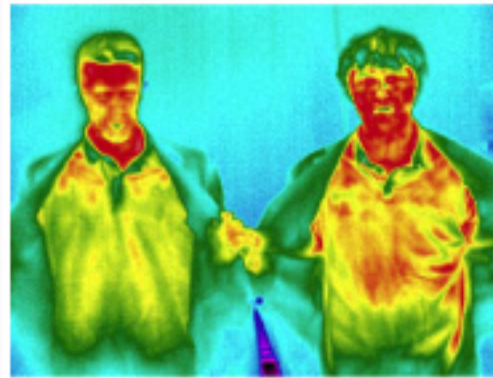


- Offers 4-season comfort & effective in any geography
- Can be combined with other technologies for increased benefits (antimicrobial, wicking, etc.)



# Features and Benefits

## Outlast® Technology Is...Tested and Proven



Infrared photography shows a comparison of heat build-up in a suit with Outlast® technology on the left, and a control suit on the right.

With Outlast®  
technology

Without Outlast®  
technology



All Outlast® products are tested to ensure adequate temperature regulation for a given application before carrying an Outlast logo or hangtag.

The Outlast® logo offers assurance of certified benefits.



## Marketing Kit and Sales Tools - Feel the Outlast® Difference



Marketing and Sales Kit



Vial



Demo Mittens



Thermochromatic Card



# Dos and Don'ts

## Tips for Selling Outlast® Technology

### DO

- Promote Outlast® technology in your pitch on StructureWear
- Focus on true benefit: sweat reduction (or redefining moisture management)
- Use proactive vs. reactive verbiage
- Keep it Simple - Illustrate benefits with ice analogy
- Explain what Outlast® technology is not
- Show testing results
- Demonstrate technology with interactive sales tools
- Test and wear the products for yourself to feel and better understand benefits
- Send your reps to the Training on [Outlast.com](http://Outlast.com)

### DON'T

- Oversell the technology as an air conditioner or an insulation
- Use technical jargon



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