

ENGLISH



COOL BODY. COOL MIND. COOLMAX®



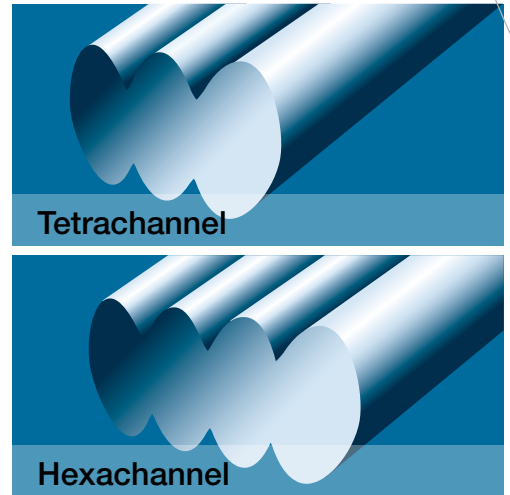
COOL BODY COOL MIND /

The advanced technology of Coolmax® fabrics is going to change the way we behave. Coolmax® fabrics bring users unique comfort during the normal exertions of everyday life or the more intense exertions of sporting activity. A physical well-being which naturally brings you peace of mind.

With Coolmax®, you feel fresher, more focused, ready to tackle the next challenge. Besides its technical performance, Coolmax® improves your comfort and therefore influences your well-being and your state of mind.

THE COOLMAX® COMFORT SYSTEM /

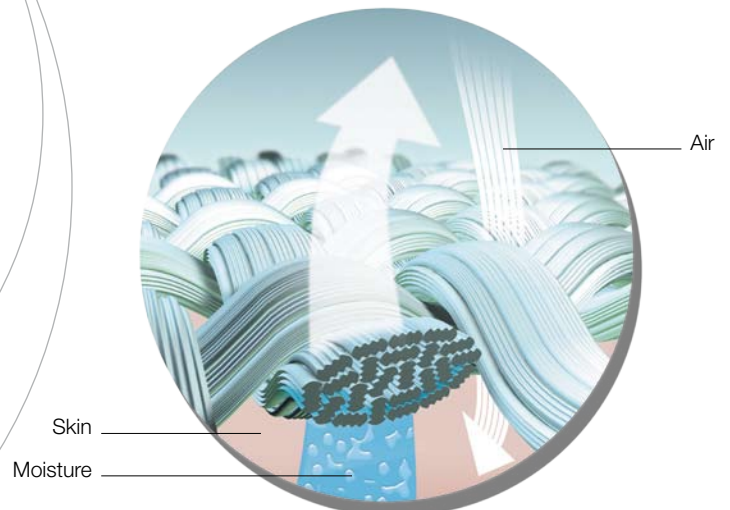
Coolmax® is a high-tech fabric specifically and uniquely engineered to keep users dry and comfortable. Coolmax® fabrics are made from specially engineered polyester fibres from ADVANSA with an increased surface area. This special four-channel or six-channel fibre forms a transport system that pulls moisture away from the skin to the outer layer of the fabric. It then dries that moisture faster than competitive fabric and thereby thermoregulates the body by a process called evaporative cooling.



COOL BODY. COOL MIND. COOLMAX®

THE EVOLUTION OF COMFORT /

Originally developed to meet the demanding needs of top class athletes, today Coolmax® fabrics are used for any kind of garments such as sportswear, intimate apparel, workwear, ready-to-wear - in fact, wherever there is a need for fresh, dry comfort combined with easy care advantages.

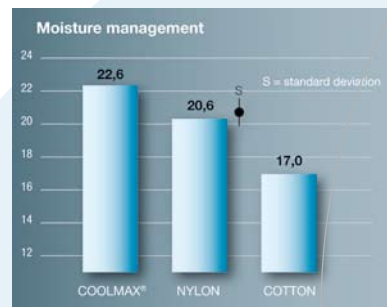


Coolmax® fabric



Moisture management /

Coolmax® transports more moisture than other fabrics, natural or synthetic. Because of its unique fibre construction, Coolmax® moves perspiration quickly to the outside where it evaporates.



All fabrics contain Lycra®

Superior Overall Comfort /

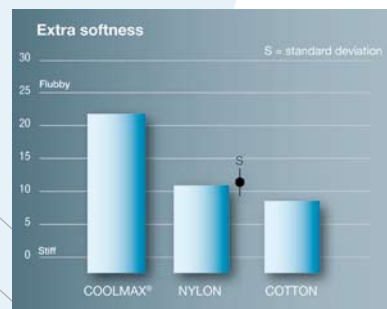
Coolmax® fabrics made of both filament and staple yarns scored "good" to "very good" for any type of garments.



All fabrics contain Lycra®

Extra softness /

The fine denier of the special fibres used in Coolmax® fabrics, with their biaxial, symmetrical cross-section and special copolymer give fabrics a very soft, supple hand.



All fabrics contain Lycra®





SPORTS CLOTHING /

Tests carried out on Coolmax® fabrics in the sporting world demonstrated their performance and benefits. Athletes' clothing made of Coolmax® fabrics revealed an energy optimisation effect called thermoregulation, absent in clothing made of other fibres. With Coolmax®, moisture is transferred from the skin to the outer surface, and quickly evaporates, cooling the body. These tests have shown that if the muscles are kept at the optimum temperature, performance is boosted and fatigue delayed. Wearing Coolmax® clothing reduces the energy used to keep the body cool, resulting in increased performance and stamina. Some great names in various sporting fields have worn Coolmax® clothing during the Olympic Games in Barcelona, Atlanta and Athens. Sports gear such as tops, leggings, shorts, t-shirts and suits are designed for athletes, cyclists, skiers and snowboarders. You'll find Coolmax® in all kinds of sports clothing.

THE COMFORT THAT'S COOL IN ANY SITUATION /



Coolmax® Extreme Performance /

Providing cool comfort for the extreme athlete- (i.e. running, cycling, climbing,...)

- Utilizes innovative fiber technology to achieve exceptional performance
- Superior moisture management properties
- Dries faster than competitive fabrics
- Proven to reduce skin temperature and lower heart rate during exercise
- Surpasses competitive fabrics in comfort index rating
- Maintains better hydration for top athletes
- Easy care, machine washable and dryable
- Meets the highest ADVANSA standards for performance certification

Cool Comfort for Extreme Performance

Extreme athletes know what to look for in a performance fabric and expect nothing less than the best - which is why they value the physiological benefits Coolmax® Extreme provides. It's proven to reduce skin temperature, lower heart rates during exercise and maintains hydration - as well as offering excellent moisture management properties.

Lined with Coolmax® /

- Moves moisture away from your body
- Lining dries quickly
- Added performance keeps you cool and comfortable

Cool Comfort for Inside Performance

Many garments contain a lining or gusset of Coolmax® fabric.

Coolmax® Active Performance /

Providing cool comfort for active individuals (i.e., golfing, roller-skating, walking)

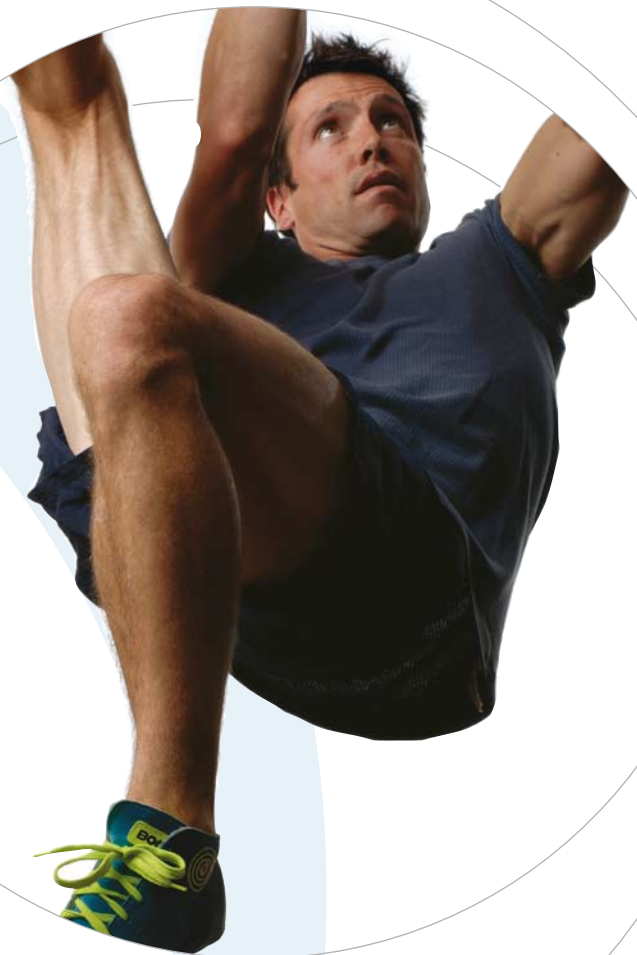
- Wicks moisture away from your body
- Dries faster than other fabrics
- Keeps you cool, dry and comfortable
- Soft, lightweight and breathable comfort
- Easy care, machine washable and dryable
- ADVANSA performance tested and certified

Cool Comfort for Active Performance

Consumers who demand enhanced performance from their apparel for their active lifestyles will find that Coolmax® Active keeps them cooler than other fabrics. Coolmax® Active actually moves sweat away from the body to the fabric's outer surface, where it can evaporate quickly. This thermoregulatory effect helps consumers stay drier and more comfortable.

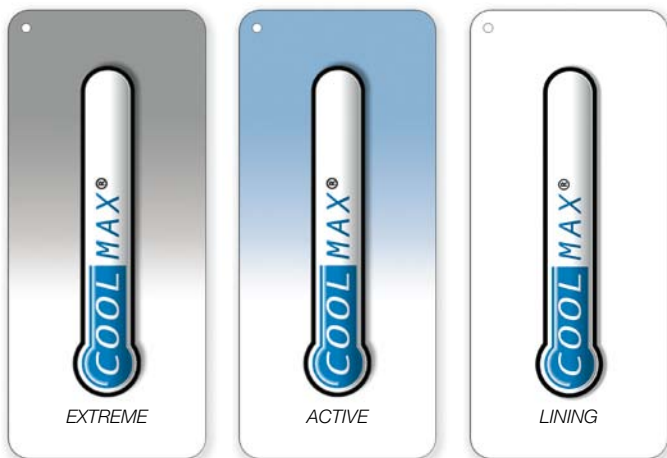
PERFORMING MARKETING AND COMMUNICATION PROGRAMS /

When the products you choose carry the Coolmax® label, you and your customers can be confident you made the right choice. To your customers, Coolmax® 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 help build brand recognition and drive sales.



COOLMAX® PERFORMANCE ASSURANCE /

The Coolmax® label on any garments is your reassurance of premium performance. These garments are made from approved fabrics that meet the high standard of the certification ADVANSA requires from all manufacturers. Every certified Coolmax® fabric is regularly tested to ensure continuing ADVANSA high standards. Thanks to these rigorous measures, Coolmax® brand is only found on high performance fabrics, ensuring the consumer of a high performing garment.



ADVANSA

Europe's polyester leader

For further information, please contact:

ADVANSA GmbH
Frielinghauser Strasse 5
59071 Hamm
Germany
Nurhan Nalbant
Nurhan.Nalbant@advansa.com
www.advansa.com
www.coolmax-thermolite.com
Tel +49 23 88 840 5111
Fax +49 23 88 840 5123