



# WHAT IS A KOOLGATOR?

A KOOLGATOR is a fully **customizable**, full color branding tool that consumers put around their neck to keep cool.

## HOW TO USE THE KOOLGATOR

Soak in cool water for 15 minutes and the non-toxic, biodegradable crystal polymers, sewn inside the middle chamber; absorb hundreds of times their weight in water. This keeps the consumer cool all day through the process of evaporation.

**Reusable. No refrigeration required.** For your convenience, the directions are printed directly on every cooling neck wrap.



Before



After

## JUST SOAK IN WATER



1. Soak in cool water for 5 minutes.



2. Spread contents in middle chamber.



3. Continue to soak for 10-15 minutes more.



4. Wear. Resoak in water to refresh or reuse.

# WHERE TO USE A KOOLGATOR

A KOOLGATOR is the perfect product to use **ANYWHERE IT'S HOT** to help consumers keep cool.



Safety  
Construction  
Oil/Gas  
Mining  
Road Work  
Agriculture  
Landscaping



Walks/Runs  
Charities  
Fundraisers  
Parades  
Souvenirs  
Rallies  
Tournaments



Motorsports  
Concerts  
Cruises  
Air Shows  
Rodeos  
Festivals  
Fairs



Football  
Soccer  
Baseball  
Golf/Tennis  
Hiking  
Cycling  
Picnics

# DESIGN EXAMPLES

The artwork, designs, brands, trademarks and logos are shown for conceptual illustrations only and are not intended to represent that KOOLGATOR is endorsed by or produced for the owners of the brands, trademarks or logos.

## UNDER 50% TOTAL INK COVERAGE EXAMPLES

## PRINT ANY DESIGN ON BOTH SIDES

Side A		WALK FOR HOPE FOR WOMEN'S CANCER							
Side B		WALK FOR HOPE FOR WOMEN'S CANCER	USE ANYWHERE IT'S HOT TO STAY COOL! Soak KOOLGATOR in cool water for 5 minutes. Spread contents in chamber. Soak 15 minutes in clean, cool water. Put around neck. Dip in water to refresh. To clean, hand wash with mild soap, then air dry. To reuse, re-soak in original state. REUSABLE - LASTS ALL DAY - NO REFRIGERATION						
Side A		HOUSTON ASTROS							
Side B		HOUSTON ASTROS	USE ANYWHERE IT'S HOT TO STAY COOL! Soak KOOLGATOR in cool water for 5 minutes. Spread contents in chamber. Soak 15 minutes in clean, cool water. Put around neck. Dip in water to refresh. To clean, hand wash with mild soap, then air dry. To reuse, re-soak in original state. REUSABLE - LASTS ALL DAY - NO REFRIGERATION						
Side A		CATERPILLAR®	Be Safe						
Side B	Be Safe	CAT	USE ANYWHERE IT'S HOT TO STAY COOL! Soak KOOLGATOR in cool water for 5 minutes. Spread contents in chamber. Soak 15 minutes in clean, cool water. Put around neck. Dip in water to refresh. To clean, hand wash with mild soap, then air dry. To reuse, re-soak in original state. REUSABLE - LASTS ALL DAY - NO REFRIGERATION						

## OVER 50% TOTAL INK COVERAGE EXAMPLES

## PRINT ANY DESIGN ON BOTH SIDES

Side A		SUNFEST	SUNFEST	SUNFEST	SUNFEST	SUNFEST	SUNFEST	
Side B		verizon	SUNFEST	SUNFEST	SUNFEST	SUNFEST	verizon	USE ANYWHERE IT'S HOT TO STAY COOL! Soak KOOLGATOR in cool water for 5 minutes. Spread contents in chamber. Soak 15 minutes in clean, cool water. Put around neck. Dip in water to refresh. To clean, hand wash with mild soap, then air dry. To reuse, re-soak in original state. REUSABLE - LASTS ALL DAY - NO REFRIGERATION
Side A		KEEP COOL	PIKE	WATER SHADE REST	PIKE	KEEP COOL	PIKE	
Side B		KEEP COOL	PIKE	WATER SHADE REST	PIKE	KEEP COOL	PIKE	USE ANYWHERE IT'S HOT TO STAY COOL! Soak KOOLGATOR in cool water for 5 minutes. Spread contents in chamber. Soak 15 minutes in clean, cool water. Put around neck. Dip in water to refresh. To clean, hand wash with mild soap, then air dry. To reuse, re-soak in original state. REUSABLE - LASTS ALL DAY - NO REFRIGERATION
Side A		NASCAR	NASCAR	NASCAR	NASCAR	NASCAR	NASCAR	
Side B		NASCAR	NASCAR	NASCAR	NASCAR	NASCAR	NASCAR	USE ANYWHERE IT'S HOT TO STAY COOL! Soak KOOLGATOR in cool water for 5 minutes. Spread contents in chamber. Soak 15 minutes in clean, cool water. Put around neck. Dip in water to refresh. To clean, hand wash with mild soap, then air dry. To reuse, re-soak in original state. REUSABLE - LASTS ALL DAY - NO REFRIGERATION

# THE KOOLEST COOLING NECK WRAPS IN THE INDUSTRY

## WHY A KOOLGATOR?

The only FULLY customizable cooling neck wraps in the industry. Unlimited color, digital print, all over and on both sides. Will never bleed. Best prices. No set up fees. Unique and purposeful promotional item (helps cool you down). Appeals to all ages and demographics. One size fits all. Plastic safety snaps. Reusable. Provides multiple impressions. Directions printed on every one. Easy to use.



## HOW IS IT MADE?

KOOLGATOR starts every order with soft, all white, 100% polyester fabric to provide for the highest quality printing resolution and the most "breathable" fabric to increase the evaporation process.

**C M Y K**

**Dye sublimation**, which uses special CMYK inks; allows us to digitally print any number of colors, images, logos, or photographs. The artwork is heated and pressed onto the fabric, which bonds the inks, to actually become part of the fabric. The image is now permanent and will not rub off. With dye sublimation you will not feel the inks on the surface of the fabric, as you do with silk screens or heat transfers. These inks will **NEVER BLEED!**

## CUSTOMIZE AND PRINT ANY DESIGN ON BOTH SIDES



The KOOLGATOR has been tested by ULSTR to certify that it meets certain United States Consumer Product Safety Commission Product Safety Regulations. This includes the Consumer Product Safety Improvement Act.

# PRICING AND PRODUCTION

## KOOLGATOR PRICING - (Per Unit)

Print any design in full color, all over & on both sides.

QUANTITY	Less than minimum pricing		500	1000	2500	5000	10000
<b>KOOLGATOR</b>	<b>150</b>	<b>250</b>	<b>\$3.27</b> <small>R</small>	<b>\$2.92</b> <small>R</small>	<b>\$2.68</b> <small>R</small>	<b>\$2.32</b> <small>S</small>	<b>\$2.12</b> <small>S</small>
<b>SHIPPING</b>	<b>\$0.40</b> <small>Z</small>	<b>\$0.30</b> <small>Z</small>	<b>\$0.20</b> <small>Z</small>	<b>\$0.15</b> <small>Z</small>	<b>\$0.12</b> <small>Z</small>	<b>\$0.12</b> <small>Z</small>	<b>\$0.12</b> <small>Z</small>

**Includes:** Under 50% total ink coverage.  
Over 50% Total Ink Coverage add \$0.25 per unit. (v)

**Set Up Fees:** Zero, Zip, Zilch, Nada.

**Imprint Method:** Dye sublimation/CMYK.

**Available Colors:** Any and all. Full digital, unlimited colors.

**Dimensions:** 2" width x 26" length.

**Imprint Area:** 2" x 26" on side A, 2" x 26" on side B.

Total imprint size of 4" width x 26" length.

## PRODUCTION & DELIVERY TIMES

Once the signed artwork proof has been returned to us, along with the required 50% pre-payment on your order, production will begin on your customized KOOLGATOR. The approximate work days to complete **AND** have your order delivered are:

**150-2,500 units:** 14 work days

**5,000-10,000 units:** 18 -20 work days

**10,000+ units:** Call

## SHIPPING

The per unit shipping cost to have NAFTA approved product delivered ANYWHERE in the continental USA is listed above. To expedite the shipping process, all of our orders are shipped using our international carrier. We have negotiated preferred rates and are familiar with the importing and customs process.

**ARTWORK INFORMATION** The approximate finished size is 2" x 26" per side or 4" x 26" before folded in half and sewn. Artwork on side A can be the same or different from side B. The "live" print area is 1.5" x 25.5" per side. It is recommended to place the "primary" artwork in the 20" Polymer Expansion Area. Full bleeds require an additional .25" around the exterior edges. Printing on fabric will not provide the same clarity or exact colors as seen on your color proof. PMS colors will be matched as closely as possible, however an exact match is not possible with dye sublimation.

