



Special For 2016 Outdoor Retailer Winter Market
Seirus.com
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New for Winter 2016-17 From Seirus Innovation @ Booth 30042E

*New Seirus HeatTouch Torche Component Mitt complements acclaimed HeatTouch Torche Component Glove
New Seirus' solar-heated "SolarSphere" insulation amplifies temperatures up to 10 degrees*

New Seirus HeatTouch Torche Component Mitt

San Diego - The new, versatile four-in-one Seirus HeatTouch Torche Component Mitt enhances traditional approaches to battery-heated gloves by combining Seirus' top two proprietary warming technologies: Seirus HeatTouch and Seirus HeatWave Plus. The result is an expedition-weight system offering the ultimate approach to complete warmth. It provides four distinct options for skiers, boarders, adventurers -or anyone coping with winter conditions that vary from mild to extreme (\$394.99 MSRP).

- **Seirus HeatTouch Torche Option One - HeatTouch Hyperlite Only with heater OFF:**
Perfect for spring skiing -or mild temperatures in general, the HeatTouch Hyperlite worn individually with the heater off will be a high-performing lightweight street/outdoor glove that will function well in many activities. Warmth with superior dexterity.
- **Seirus HeatTouch Torche Option Two - HeatTouch Hyperlite Only with heater ON:**
Worn individually with its heater on, this inner-glove delivers amazing warmth produced by Flexible Fusion heat panels and incredible dexterity produced by Seirus' exclusive second-skin-feel "FormFit" technology. The blast of electric heat is perfect in cold weather for putting on a pet's leash, buckling a stroller strap or unpacking skis and snowboards. The HeatTouch Hyperlite allows you to regulate your heat with 3 heat settings to keep you toasty warm on your commute, at a ball game, walking the dog and anywhere you want to beat the cold.
- **Seirus HeatTouch Torche Option Three - HeatWave Plus Leather Expedition Mitt Only:**
When a new level of warmth is required on a bitter, windy day, wear the HeatWave Plus Leather Expedition individually and feel the waves of heat. Worn alone, this mitt has the same high performance of Seirus' entire HeatWave Plus collection. Utilizing kinetic and reflective heat elements along with the added Neofleece insulation panel on the back of the hand, this mitt alone is ideal for adventures on or off the mountain
- **Seirus HeatTouch Torche Option Four - The Full Component System:**
In the most extreme conditions, dumping snow and howling wind, combine the full Component System, both the HeatTouch Hyperlite inner-glove and the HeatWave Plus Leather Expedition over-mitt for a new standard of toasty warmth and comfort. The over-mitt dramatically reduces escaping

heat, extends battery life, and fits perfectly with the inner-glove due to its expanding sidewalls.

How HeatTouch & HeatWave Plus work: Seirus **HeatTouch** rechargeable heated gloves and mitts present "Push Button Warmth, So You Can Stay Out," offering the easiest, most dependable way to stay warm, dry and happy on the slopes. For up to six hours, wafer-thin batteries power Seirus' exclusive "Flexible Fusion" heat panels. HeatTouch gloves and mitts provide heat that radiates over the entire glove/mitt back and wraps around the fingertips, for toasty warmth and comfort on even the most bitter, icy days. The heat is quickly activated through an illuminated button. Each HeatTouch model has three warmth settings: low, medium and high for up to 6 hours of heat. Seirus' new **HeatWave Plus** gloves and mitts offer a dual-stage heating system with a uniquely engineered Thermal Reflective Layer, made with a proprietary, high wicking, polyester/nylon blend, that retains 20% more warmth inside the glove/mitt than traditional linings; in addition a kinetic process uses the wicking energy to generate a 4-5 degree increase in warmth. It's a whole new level in warmth and comfort for a non-battery-heated glove. The HeatWave Plus adds to the original HeatWave technology a layer of Neofleece insulation on the top side and a brushed, wicking HeatWave lining to the palm side, generating an unparalleled level of warmth and comfort inside the glove.

New Seirus HeatTouch Torche Component Mitt details:

SIZES: MENS: S, M, L, XL & LADIES: S, M, L
COLOR: BLACK

Leather HeatWave Plus Expedition Over-Mitt

INSULATION: 70g Thinsulate® + 160g HeatLock™
INSERT: DryHand™ Waterproof/Breathable
SHELL: Leather/Softshell
PALM: Premium Full Grain Leather SoundTouch pads.
FEATURES:
- HeatWave +™ lining
- Removable leash

HeatTouch Hyperlite Inner-Glove

SHELL: Hyperlite™ Weathershield™
PALM: Tech Hide
FEATURES:
- Rechargeable heated glove
- Flexible Fusion™ heat panel
- Form-fit design
- Wicking lining
- 3 Heat setting for up to 6 hours of active heat

New Seirus' solar-heated "SolarSphere" insulation amplifies temperatures up to 10 degrees

Please see following page for Press Release New **Seirus SolarSphere**

New Seirus' solar-heated "SolarSphere" insulation amplifies temperatures up to 10 degrees

New for winter 2016-17 and made with an animal-friendly alternative to down feathers, Seirus' solar-heated "SolarSphere" gloves and mitts amplify temperatures inside a glove or mitt up to 10 degrees. The process starts with infrared heat (IR) from the sun being absorbed into synthetic insulation made with lightweight, durable and compressible hollow filament spheres. IR warmth is so radiant, it's what allows night-vision sensors and infrared pictures to work. SolarSphere insulation retains its shape better than other insulations, thus the stylish looks of new Seirus gloves and mitts is maintained.

SOLARSPHERE™ BRINK™ GLOVE with SoundTouch (MSRP 49.99)

INSULATION: 5g Solarsphere + 160g HeatLock™
INSERT: DryHand™ waterproof/breathable
SHELL: RipStop/Hyperlite™ Tri-Laminate
PALM: Leather/Conductive Leather
FEATURES: Form Fit Design
SOLAR HEATED Velcro Sport Cuff with Gusset
MENS: S, M, L, XL & WOMENS: S, M, L
COLORS: Black

SOLARSPHERE™ AURA™ GLOVE & MITT with SoundTouch (MSRP 49.99)

INSULATION: 7g Solarsphere + 160g HeatLock™
LINING: Bemberg
SHELL: RipStop
PALM: TechHide
FEATURES: Gauntlet Cuff with Cinch
MENS: S, M, L, XL & WOMENS: S, M, L
COLORS: BLACK

SOLARSPHERE™ ACE™ GLOVE & MITT with SoundTouch (MSRP \$34.99)

INSULATION: 3g Solarsphere + 80g HeatLock™
LINING: Bemberg
SHELL: RipStop
PALM: Hyperlite™ Tri-Laminate with Silicone Print
Conductive Tech Hide
FEATURES: Form Fitting Lycra Cuff
MENS: S, M, L, XL & WOMENS: S, M, L
COLORS: ULTRAMARINE, RASPBERRY, LEAF and PLUM

About Seirus: Seirus can be counted on for products and technologies designed to enhance the comfort of active outdoor enthusiasts in any condition summer and winter can dish out. For over 30 years the team at Seirus has focused on innovation to develop and deliver cutting-edge technologies and products that have proven to be groundbreaking. Seirus sustains its success by remaining innovative and using the best materials and workmanship. The creative team at Seirus has invented many iconic snow sports products that are perennially ranked among the "Top-10" best selling items in multiple categories, including the world's most popular snow sports facemask, the "Neofleece Combo Scarf." Seirus' 300+ products cover five outdoor-gear categories: gloves, liners, masques and clavas, hats & Quick Clavas, and essential equipment. Seirus has been granted 19 patents, including 9 current. It also has 4 patents pending. Seirus products are easily purchased online at Seirus.com and at retail shops across America.

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