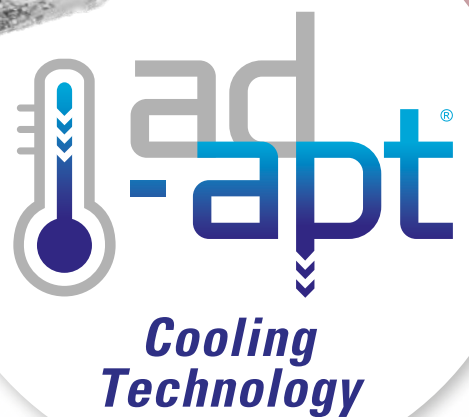


# THE WORLD'S COOLEST GLOVE JUST GOT COOLER

65%



IMPROVED  
NEW



## THE CUSTOMER NEED THAT INSPIRED US TO DEVELOP THIS TECHNOLOGY

**ATG®'s technology is being continuously developed by a core team that matches market research and marketing analysis with the latest technological developments. This forms the foundation upon which we continually improve the customer experience through constant innovation.**

One recurring demand arises in each and every conversation we have, comfort. Today 97 per cent of glove wearers claim that comfort is their number one priority when choosing gloves with the key challenge being hot hands.

Why? The skin, the largest organ of our body, is used to regulate its temperature through perspiration (thermoregulation). On average, our skin contains 155 sweat glands per square centimeter; however, our hands have 83 per cent more sweat glands per square centimeter than the rest of our body. The back of our hands contains 200 sweat glands per square centimeter whilst on the palms of our hands there are 370 per square centimeter.

Combine this with a gloved hand and it explains why sweaty hands remains an age-old problem.

Time for change?  
WE AT ATG® THINK SO.

Find out more: [www.atg-glovesolutions.com](http://www.atg-glovesolutions.com)



# 3

## INTELLIGENT STEPS

## Inspired TECHNOLOGY

Inspired to find a solution, led us to develop AD-APT®, that we've integrated into the iconic MaxiFlex®. The patented AIRtech® technology platform that provides 360° breathability works in partnership with the AD-APT® technology platform to keep your hand cool, dry and productive even in tough conditions.

## Regulate 1 FOR A COOLER GLOVE EXPERIENCE

The AD-APT® Technology is activated by the movement of our hands and increased temperature within the glove, releasing a natural cooling agent that keeps your hand dry and make them cooler.



## Ventilate 2 FOR A FRESHER GLOVE EXPERIENCE

The AIRtech® technology used in the construction of the MaxiFlex® coating has a network of structured tunnels guaranteeing optimal air quality and temperature within the glove.



## Circulate 3 FOR A PRODUCTIVE GLOVE EXPERIENCE

As your hands work they move forcing air out of the close fitting MaxiFlex® glove through the patented structured tunnels within the AIRtech® coating.

This enables what we call 360° breathability to evacuate moisture to guarantee optimal air quality and temperature within which is now further enhanced through the inclusion of our new AD-APT® Technology.



### HOW IT WORKS?

Microencapsulation is the process of surrounding or enveloping one substance within another substance on a very small scale, yielding capsules ranging from less than one micron to several hundred microns in size.

Magnified many times the microcapsule used to transport the AD-APT® technology looks like a golf ball with every dimple on the ball being a heatsensitive membrane.

Activated by the movement of the hands and the rising temperature within the glove, these membranes within the dimples are triggered allowing cooling agents (essential oils) used within the AD-APT® technology to be released on your hands.

Whilst the AD-APT® technology cools the hand to comfortable conditions it does not impact on the natural ability of the body to control its temperature i.e. thermoregulation.

## HandCare® DERMATOLOGICALLY ACCREDITED

Working with our partner, the Skin Health Alliance, we have ensured that our AD-APT® technology platform is dermatologically accredited. The accreditation serves as a guarantee that the technology is skin safe, that the science and research behind AD-APT® is robust and that it meets international regulatory standards.



## CUSTOMER REACTION

The response has been a resounding success. **More comfortable, reduced sweating, dry hands for days and a pleasant scent** have been the common threads of the feedback gathered.

This is what long-standing MaxiFlex® customers have told us when trialing MaxiFlex® with the AD-APT® cooling technology<sup>2</sup>:

- **93 percent** of people surveyed liked the cooling effect and thought it felt natural.
- **77 percent** noticed cooler hands.
- **85 percent** of those surveyed noticed the scent of the **AD-APT® cooling technology** which they noted as fresh, invigorating and hygienic.
- **81 percent** said they would seriously consider buying a glove with the **AD-APT® cooling technology** integrated within.

The majority of **people assumed**, without being informed, that the scent was an **additional hygiene treatment**.

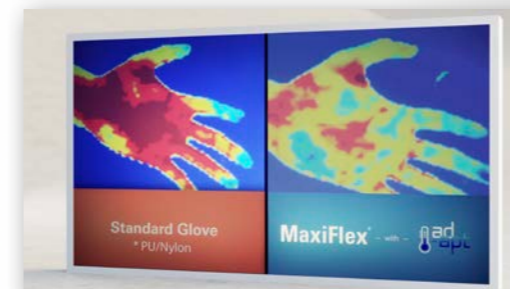
<sup>2</sup> feedback was given by 68 current MaxiFlex® users as a market survey.

## WHY DON'T WE LET THE HANDS DO THE TALKING?

Assembling nuts and bolts: PU/Nylon Glove vs. MaxiFlex® with the AD-APT® Cooling Technology.



20 min



### Breakdown of the thermal image by pixel:

MaxiFlex® with AD-APT® has more than **300% cool zones** (yellow, green cyan and dark blue) than a Standard PU Glove.

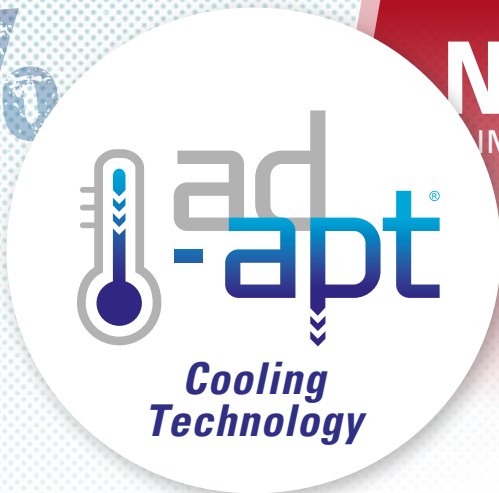
# NOW... 65% COOLER

VERSUS STANDARD GLOVES<sup>1</sup>

<sup>1</sup> This is a comparison done between MaxiFlex® Ultimate® and MaxiFlex® Ultimate® with the AD-APT® Cooling Technology.

**NEW**  
IMPROVED

# THE WORLD'S **65%** **COOLEST** GLOVES



## **MaxiFlex**<sup>®</sup> PRECISION HANDLING<sup>™</sup>

Designed and developed as a breathable glove, MaxiFlex<sup>®</sup> has become the benchmark for precision handling in dry environments.

Now the iconic MaxiFlex<sup>®</sup> gets even better thanks to the inclusion of the new AD-APT<sup>®</sup> Technology from ATG<sup>®</sup>. If your hands have ever sweated or got warm inside a glove then the AD-APT<sup>®</sup> Technology that's integrated into MaxiFlex<sup>®</sup> is the glove for you.

AD-APT<sup>®</sup> - the most intelligent way to keep gloved hands dry, cool and productive.



Now  
**Touchscreen**  
compatible



**60°** Certified to be washed  
Clean, fresh  
and cost efficient

42-874



## **MaxiFlex**<sup>®</sup> CUT<sup>™</sup>

MaxiFlex<sup>®</sup> Cut<sup>™</sup> is a cut resistant MaxiFlex<sup>®</sup> that remains super thin, flexible, dexterous and comfortable.

Now available with  
AD-APT<sup>®</sup>



42-8743



52-3745

## **MaxiCut**<sup>®</sup> ULTRA<sup>™</sup>

MaxiCut<sup>®</sup> Ultra<sup>™</sup> is our latest cut offering for dry environments that integrates the core values of MaxiCut<sup>®</sup> into a thinner, more comfortable and durable package.

Now available with AD-APT<sup>®</sup>

Patent-No. EP 1608808  
MaxiFlex<sup>®</sup>, AD-APT<sup>®</sup>, AIRtech<sup>®</sup>, DURatech<sup>®</sup> and ERGOtech<sup>®</sup>  
are registered Trademarks of ATG<sup>®</sup>

Find out more: [www.atg-glovesolutions.com](http://www.atg-glovesolutions.com)

