

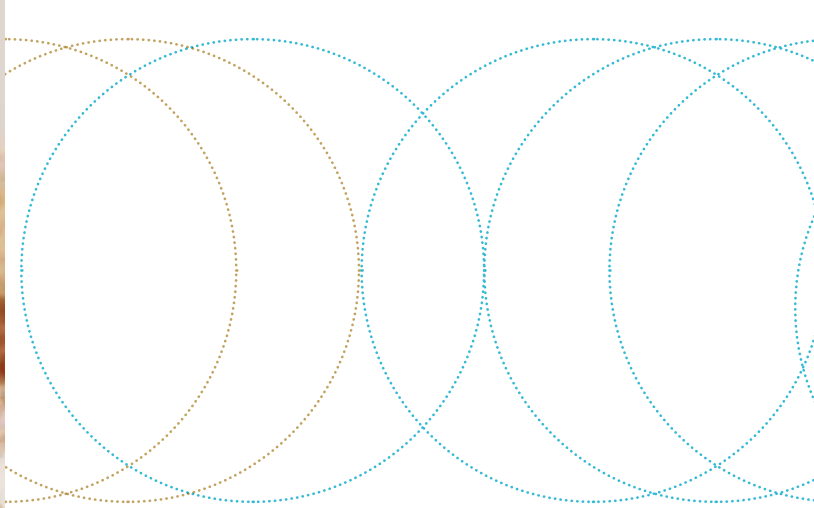


Cooling sensation with micro-capsule technology





Stay in the
comfort zone
longer...



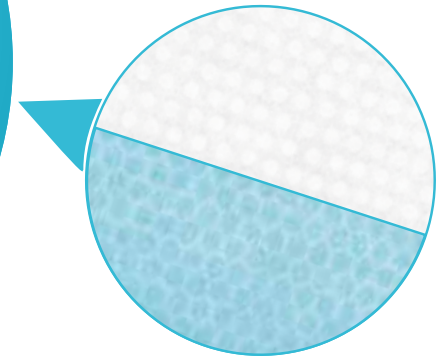
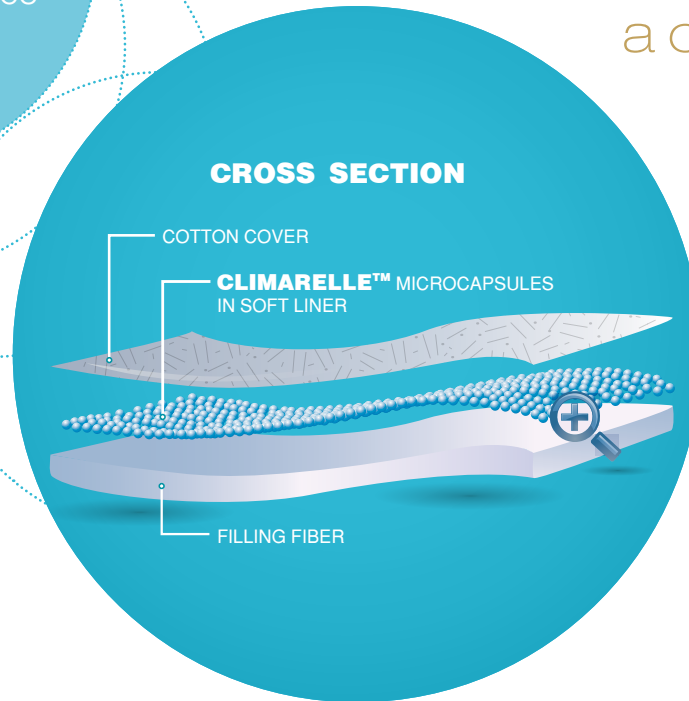
We've all experienced restless sleep due to hot weather. Focus group research conducted by ADVANSA evidences a strong interest in the "Cool Pillow" concept, where consumers, dissatisfied with a pillow which is too warm, toss and turn it over in

search of cool spots. Knowing that thermo-regulating material slows down temperature changes and increases comfort while reducing perspiration, ADVANSA R&D engineers have developed the new Climarelle® Cool product concept.

Product **concept**

PCM microcapsule
technology for
a cooling pillow or
summer duvet

Climarelle® Cool
is a new nonwoven:
softer and lighter,
with PCM microcapsules
closer to the surface
for a quicker
cooling effect

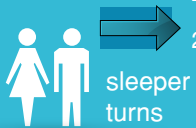
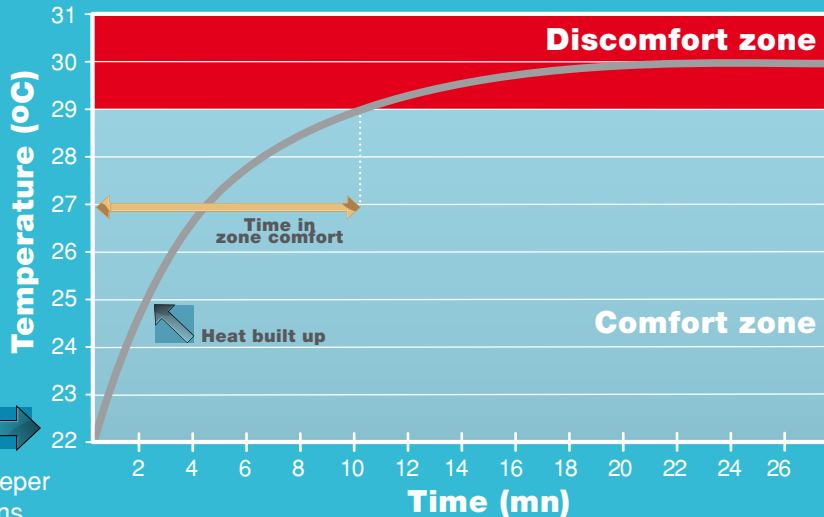


Climarelle® Cool soft liner

Proven

Test method

Length of
time sleeper
spends in
comfort zone



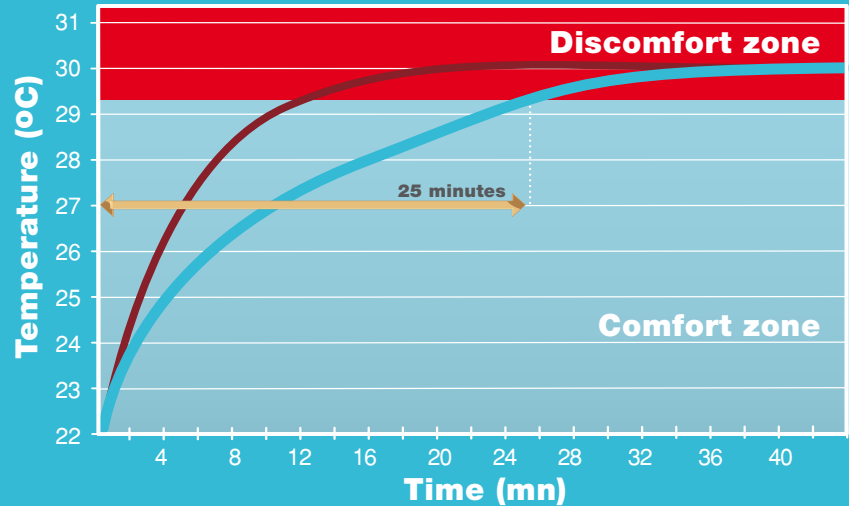
- Hot pillow temperature causes discomfort.
- Sleeper turns around searching for cool spots on pillow.
- Human body temperature warms cool spots on pillow, and discomfort reappears.
- **Built-up heat is measured in terms of time. Thermoregulation materials are designed to significantly increase sleeper's stay in comfort zone.**



efficiency

Test results

- Laboratory tests show that the **time in the “comfort-zone”** before turning due to discomfort **is increased to 25 minutes**.
- PCM thermo regulating material slows down temperature changes. This significantly increases time in comfort zone when compared with standard materials.



— Standard
— Climarelle® Cool

Marketing Communication material

Pictos and sales arguments :



cooling effect

Thermo regulating Climarelle® microcapsules actively release cooling effect as needed, allowing longer rest in comfort zone.



extreme lightness

The filling fiber of this product is a combination of very fine and light fibres for maximum comfort with minimum weight.



restful sleep

Climarelle® contains fine and light filling fibres and a high-tech soft liner with integrated Climarelle® microcapsules. This combination helps to provide a better sleeping climate and gives you a restful sleep.



machine washable

This product can be machine washed and dried. See manufacturer's care instructions.



extreme softness

Soft and comfortable bedding, with a cozy feeling.



Quality

All our bedding products filled with Dacron® branded fibres carry a brand label with an exclusive number that certifies that the product has been manufactured under license and meets strict Dacron® quality standards.

Cooling sensation with microcapsule technology

Hang-tag, sew in labels and pack insert:



Sleep well...
live better

Sleep well... live better

ADVANS**A**
Europe's polyester leader

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