Telling Innovation Stories

Ingredient Branding – HeiQ’s Marketing Support
Inside HeiQ

HeiQ is a Swiss specialty textile effects company with 30 employees, 15 nationalities, in 7 countries on 4 continents.

HeiQ was founded in 2005 as Spin-off of the Swiss Federal Institute of Technology (ETH).

HeiQ offers textile brands innovation R&D, customized chemical manufacturing and ingredient branding in one.

HeiQ’s key product innovation families are:

- Adaptive
  - Dynamic Cooling
- Pure
  - Naturally Fresh
- Barrier Eco
  - Fluorine-Free Water-Repellent
- Glider
  - Move Free
- Ultraviolet
  - Live Outside
- Identity
  - Track’n Trace
HeiQ Entrepreneurial Spirit

2013  Finalist Swiss of the Year
2011  European Environmental Press Award
2010  Swiss Technology Award
2010  Swiss Equity Fair Winner
2009  Finalist E&Y Entrepreneur Of the Year
2008  KTI Technology Entrepreneur
2007  McKinsey / ETH Venture Prize
2007  Venture Leaders Award
2006  W.A. DeVigier Foundation Award
2006  IMD Startup Award
2005  Siska-Heuberger Prize
HeiQ Global Presence

Serving you around the clock!
HeiQ’s Brand Partners
Consumers Buy Innovation Stories – HeiQ Creates Them Together With You

Boost your Communication!

Impossible as it may seem, the answer is:

YES

Over an unlimited distance humans can outrun any animal. Thanks to our unique ability to regulate our body temperature by sweating through our skin, humans are the best endurance runners in the animal kingdom.

Today we block the natural cooling and evaporation process of sweating with clothes, compromising our ability to regulate our body temperature and affecting physical performance.

To get back to our evolutionary endurance edge we developed ADAPTIVE by HeiQ, the world's first dynamic cooling treatment for clothes. Its uniquely responsive dynamic cooling technology mimics our skin's natural ability to sweat and keep you cool and dry and comfortable whether you're trying to outrun a cheetah or just go for a jog.

CONDITION CHANGE. IMAGINE GARMENTS THAT RESPOND.
HeiQ and Hanes/Champion launched ADAPTIVE treated apparel under the ingredient brand name X-Temp in 2013. In two years the technology has generated new additional sales for the categories of 198 Million USD.

Hanes Brands – T.C. Robillard, Vice President of Investor Relations:
“X-Temp is our newest platform and brings a whole new level of technology to Innerwear. We introduced this technological breakthrough in men’s underwear and socks last year at approximately a 75% price premium to core products, and the results have been strong”
HeiQ’s Marketing Support

With our Marketing Support our goal is to:

• Help you to **differentiate from your competitors**
• Help you to sell at a **higher margin**
• Help you to **sell more**
Sales Platform for Our Partners

Promotion on HeiQ’s B2C-focused Technology Platform

Full portal for consumers to discover, understand and buy HeiQ technology on your products

Link to your online shop

Website traffic through Social Media
Why Ingredient Branding at POS?

Ingredient Brands drive the “Master Brand”:

Add Specific Benefit  
Positive Consumer Purchase Decision  
Enhanced Brand Values  
Increased Credibility

Creating differentiation works:

6% higher willingness of 1’200 polled new customers to purchase a brand featuring an independent ingredient brand¹

[¹] Ingredient Branding von Innovationen, University of St. Gallen, 2007
Consumers’ Demand

55% of consumers cite performance features as an important factor in their purchases

Currently less than 5% of garments (estimated) offer performance features such as odor control

Consumers’ interest in products with innovative features suggests that there is large potential for market expansion with features such as enhanced comfort, freshness & odor control
Consumers’ Willingness to Pay

56% of consumers answered that they would pay twice as much for an odor-free garment\(^1\)

How much more would you pay more for a garment that features a thermoregulation and odor-controlling technology?

[1] Erfolgreiches Ingredient Branding, University of Zürich, 2008
Ingredient Brand Web-Visibility

Providing continuous information and consumer education about each of HeiQ’s technologies
Ingredient Branding Partners
Strengthen Your USP with ADAPTIVE

ADAPTIVE empowers your brand with strong values and features unique characteristics demanded by consumers.

- Supreme Quality
- High-Performance
- Customer Confidence
- Positive Emotion
- Dynamic Cooling
- Dynamic Moisture Management
- Enhanced Comfort
- Greater Performance
Strengthen Your USP with BARRIER ECO

BARRIER ECO empowers your brand with strong values and features unique characteristics demanded by consumers.

- Supreme Quality
- Water Repellency
- High-Performance
- Unique 3D Structure
- Customer Confidence
- Fluorine-free Solution
- Positive Emotion
- Durable Performance
Strengthen Your USP with PURE

PURE empowers your brand with strong values and features unique characteristics demanded by consumers.

Supreme Quality
High-Performance
Customer Confidence
Positive Emotion
Naturally Fresh
Odor Free
Enhanced Comfort
Sustainable Technology
Strengthen Your USP with GLIDER

GLIDER empowers your brand with strong values and features unique characteristics demanded by consumers.

- Supreme Quality
- High-Performance
- Customer Confidence
- Positive Emotion
- Move Free – Feel Free
- Low Friction
- Reduced Chafing & Blisters
- Enhanced Comfort
Make a Difference with HeiQ

Ingredient Branding – HeiQ’s Marketing Services:

HeiQ proposes a comprehensive portfolio of ingredient branded Marketing Tools supporting you the most effectively and tailored to your needs:

- Video Hangtags
- Promo video and market segment videos
- Website content, newsletter
- Point of sales material
- Roll-ups for customer or sales events
- All-inclusive brochure
- Shop-in-shop concept
- Press releases
- Packaging design support
- Joint tradeshows participation
- Salesforce training
Video Hangtag – Gateway to Consumer at POS

Your direct end-consumer-communication at POS

- Added value
- Information
- Identification
- Complementing sales staff

Capture consumer interest & win consumer trust

QR code links to Technology
Video and more information ➔ Online Experience

Scan QR code with one of the following Apps on your smartphone, e.g.:
Video Hangtag – Gateway to Consumer at POS

Format specifications:
• Size: 54 x 86 mm
• Hole: ø 4mm
• Paper: 350 g/m2 cardboard
• Specialty: silver foil effect on front side

Standard Video Hangtag at cost:
• 0.04Euro / 0.05USD / 0.05CHF per piece, ex works HeiQ
• Individual quotation for quantities > 150’000pcs

Required information for order:
• Delivery address
• Invoice address
• Quantity of hangtags and version
• Freight carrier / courier account number (e.g. DHL, TNT)

Hangtags can be directly ordered at HeiQ: marketing@heiq.com
Video Hangtags – Versions

ADAPTIVE – Woman (Item No. 34016)

Feel cool in all conditions with ADAPTIVE by HeiQ. This unique Swiss technology responds to your body temperature and perspiration – keeping you cool when the heat is on. ADAPTIVE technology is intelligent and dynamic, so you stay comfortable and dry around the clock.
Video Hangtags – Versions

ADAPTIVE – Man (Item No. 34017)

Feel cool in all conditions with ADAPTIVE by HeiQ. This unique Swiss technology responds to your body temperature and perspiration – keeping you cool when the heat is on. ADAPTIVE technology is intelligent and dynamic, so you stay comfortable and dry around the clock.
Video Hangtags – Versions

BARRIER – Woman (Item No. 34018)

BARRIER by HeiQ keeps water at bay, leaving you free to brave the elements. This innovative family of Swiss technologies makes water droplets slide right off the fabric surface – keeping you dry, without compromising breathability or durability.

BARRIER’s unique microscopic 3D structure repels water far more effectively than conventional technologies.
Video Hangtags – Versions

BARRIER – Man (Item No. 34019)

BARRIER by HeiQ keeps water at bay, leaving you free to brave the elements. This innovative family of Swiss technologies makes water droplets slide right off the fabric surface – keeping you dry, without compromising breathability or durability.

BARRIER’s unique microscopic 3D structure repels water far more effectively than conventional technologies.
Video Hangtags – Versions

BARRIER – Eco (Item No. 34020)

The fluorine-free alternative of BARRIER by HeiQ keeps water at bay without impacting the natural environment. This innovative technology makes water droplets slide right off the fabric surface - keeping you dry, without compromising breathability or durability.

BARRIER’s unique microscopic 3D structure repels water far more effectively than conventional technologies.
Video Hangtags – Versions

PURE – Woman (Item No. 34025)
Video Hangtags – Versions

PURE – Man (Item No. 34026)

With PURE by HeiQ, you always feel fresh. This patented Swiss technology prevents microorganisms from making your textile smell. PURE provides you with long-lasting freshness and ultimate comfort.
Video Hangtags – Versions

GLIDER – Woman (Item No. 34021)

Experience your true range of motion with GLIDER by HeiQ. This smart Swiss technology helps to reduce the friction between the textile and your skin – giving you unlimited freedom to move. With GLIDER, textiles feel smooth, offering the ultimate in comfort.

Textile treated with GLIDER by HeiQ

Free-and-easy movement

Skin
Video Hangtags – Versions

GLIDER – Man (Item No. 34022)

Experience your true range of motion with GLIDER by HeiQ. This smart Swiss technology helps to reduce the friction between the textile and your skin – giving you unlimited freedom to move. With GLIDER, textiles feel smooth, offering the ultimate in comfort.

Textile treated with GLIDER by HeiQ

Free-and-easy movement

Skin
HeiQ's Video Hangtags can be customized:
• QR code
• Text / Language
• Front image

Customization at cost
(for graphic design work)

Individual printing costs apply

Minimum order (customized): 5’000 hangtags
Video Communication – Emotionalize Consumers!

Communicate to your customers and emphasize key message with the help of a meaningful video trailer

At POS, tradeshows or online

HeiQ's technology brand videos:

- ADAPTIVE promo video
- PURE promo video
- BARRIER promo video
Online / Website – Be Where Your Customers Are!

Wording, graphics and banners for websites provided

Example: www.mammut.ch
HeiQ writes, designs and dispatches (joint) newsletters with customer’s ingredient branded innovative products

Newsletter database:
5’500+ approved contacts specific to the industry, worldwide

All articles are published on HeiQ website
Demo Tool – Let Your Customers Experience!

ADAPTIVE Demonstration Tools “make the ADAPTIVE technology visible”:

Warm and cold plate with (un)treated fabrics on top, directly comparing wicking, evaporation and cooling properties

HeiQ lends these tools for a specified time, can also be purchased

→ Demonstration Video
Demo Tool – Let Your Customers Experience!

BARRIER Demonstration Tools “make the BARRIER technology visible”:

Two plates holding differently treated fabric (e.g. comparing different treatments)

Directly comparing roll-off angle of fabrics, visualizing water-repellent properties of fabric

HeiQ lends these tools for a specified time, can also be purchased
Shop-in-Shop Concept – Create a World of Experience!
Success Story Showcasing: NEW BALANCE

New Balance running apparel empowered by ADAPTIVE and PURE

Utilizing customized Video Hangtags

Specific NB landing page featuring ADAPTIVE and PURE technologies

Customized QR code leading end consumer directly to ADAPTIVE video on a New Balance landing page → consumer in the NB world (brand world)
Thank You For Your Interest

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HeiQ Materials AG - Develops and manufactures high-performance textile effects. End-to-end offering including innovative product development, analytics and validation, custom manufacturing, sales, marketing and regulatory affairs support.