



# Got Hot?



# Get KOOLGATOR!

## The FULLY Customizable Cooling Neck Wrap



# KOOLGATOR

Cooling Neck Wraps

### 2012

## Use Them Anywhere It's Hot!



ASI # 65579

SAGE # 68435

PPAI # 387542

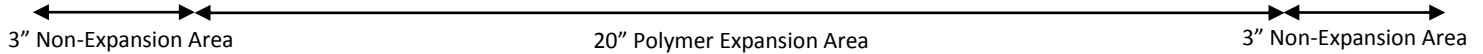
UPIC: KOOLGATR

1/1/12 v2.0

# KOOLGATOR 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.

Side A - Size and Print Area are 2" high x 26" wide - Side B - Size and Print Area are 2" high x 26" wide



## KOOLGATOR 50 - Total ink coverage of 0% to 50%. Create any design on both sides.



## KOOLGATOR 100 - Total ink coverage of 51% to 100%. Create any design on both sides.



# Connect With Consumers As You Help Them Stay Cool!



## WHAT IS A KOOLGATOR?

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



## WHY A KOOLGATOR?

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

**HIGH PRICES.....WE HAVE THE BEST PRICES IN THE INDUSTRY!**  
**SET UP FEES/OTHER CHARGES.....WE HAVE NO SET UP FEES OR OTHER CHARGES!**  
**BLEEDING FABRICS OR INKS.....WE HAVE NON BLEEDING NECK WRAPS!**  
**SCREEN PRINTING.....WE PRINT IN FULL DIGITAL COLOR!**  
**SMALL IMPRINT AREA.....WE PRINT ALL OVER AND ON BOTH SIDES!**  
**LIMITED STOCK FABRIC COLORS....WE PRINT ANY FABRIC COLOR YOU WANT!**  
**1 OR 2 COLOR IMPRINTS.....WE PRINT AS MANY COLORS AS YOU WANT!**  
**1 OR 2 LOGOS.....WE PRINT AS MANY LOGOS AS YOU WANT!**  
**DESIGN LIMITATIONS.....WE PRINT ANY DESIGN YOU WANT!**



## WHERE TO USE A KOOLGATOR?

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

**Concerts - Motor Sports - Air Shows - Fairs - Festivals**  
**Construction - Safety - Baseball - Softball - Football - Soccer**  
**Cruises - Golf - Tennis - Rodeos - Cycling - Volleyball**  
**Walks/Runs - Rallies - Charities - Fund Raisers - Souvenirs**  
**Tournaments - Parades - Picnics - Parties - Weddings**



# The KOOLEST Cooling Neck Wraps In The Industry!



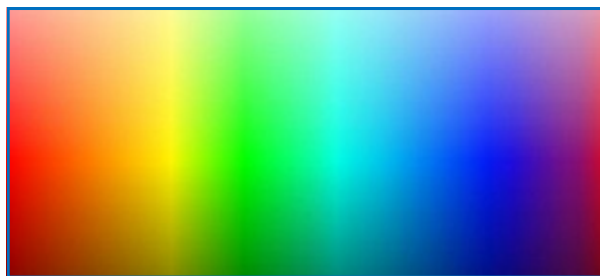
## HOW IS THE KOOLGATOR MADE?

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



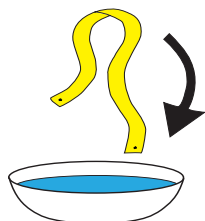
Dye sublimation, which uses special CMYK inks, allows us to digitally print any number of colors or images, including photographs. The artwork is heated and pressed onto the fabric, which bonds the inks, to actually become part of the fabric. With dye sublimation you will not feel the inks on the surface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

**We print ANY and ALL colors!**



## HOW DOES A KOOLGATOR WORK?

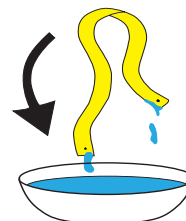
Soak in cool water for 15 minutes and the non-toxic, biodegradable crystal polymers sewn inside the fabric, absorb hundreds of times their weight in water. This keeps the consumer cool all day through the process of evaporation. No refrigeration or ice required. For convenience, the directions are printed directly on every KOOLGATOR.



Soak in cool water for 5 minutes.



Spread contents in middle chamber.



Continue soaking for 10-15 minutes more.



Wear. Resoak in water to refresh or reuse.

# 2012 KOOLGATOR Pricing, Production & Shipping



## KOOLGATOR 50 - Total ink coverage of 0% to 50%. Create any design on both sides.

QUANTITY	500	1,000	2,500	5,000	10,000	25,000	50,000	100,000
PRICE (per unit)	\$3.15	\$2.80	\$2.60	\$2.25	\$2.05	\$1.95	\$1.75	\$1.70 (3R3S2T)

## KOOLGATOR 100 - Total ink coverage of 51% to 100%. Create any design on both sides.

QUANTITY	500	1,000	2,500	5,000	10,000	25,000	50,000	100,000
PRICE (per unit)	\$3.45	\$3.10	\$2.90	\$2.55	\$2.35	\$2.25	\$2.05	\$2.00 (3R3S2T)

### WHAT ARE THE SET UP FEES AND OTHER CHARGES?

At KOOLGATOR our primary goal is to keep your customers cool and happy. That is why we have NO Set Up Fees, NO Per Color Charge, NO Additional Imprint Location Charge, NO Proof Charge, NO Additional Color Run Charge, NO Second Side Charge, NO PMS Color Match Charge, ETC, ETC.

### WHAT ARE THE PRODUCTION AND DELIVERY TIMES?

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

500 - 2,500 units: 14 days      5,000 - 25,000 units: 15 - 25 days      50,000+ units: 35 - 40 days

### WHAT IS THE SHIPPING COST?

The estimated per unit shipping cost to have the NAFTA approved KOOLGATOR delivered ANYWHERE in the continental USA is listed below. The use of our international factory allows us to offer a far superior product to anything else available at the best prices in the industry.

500 units: \$0.22/unit      1,000 units: \$0.16/unit      2,500 units and above: \$0.13/unit

### WHERE CAN I BUY THE KOOLGATOR?

KOOLGATOR is a proud member of the promotional product industry. We rely exclusively on our network of experienced distributors and their professional relationships to market and sell our products. Please contact your promotional product distributor to purchase the KOOLGATOR.

# 2012 KOOLGATOR General Information



**Orders:** All orders must be received in writing (mail, fax or e-mail). Once your order has been received and processed, you will receive a Sales Order, detailing all relevant information regarding your order. We reserve the right to refuse any order at any time. The Sales Order and this catalog are the only terms of agreement for the production of your product. It is your responsibility to review this information carefully and notify us immediately of any discrepancy, correction or clarification.

**Terms:** 50% pre-payment due on all orders placed. Balance due once order has been delivered. Manufacturing will not begin until the pre-payment has been received. Any delays in payment may delay the delivery date of your product. Checks, Visa, Master Card and American Express cards accepted. Past due accounts may be subject to a 1.5% per month late charge, plus any collection costs. Returned checks are subject to a \$30 service charge. If your account becomes more than 60 days past due, you authorize KOOLGATOR to charge your credit card that was used for your pre-payment.

**Artwork:** Please provide your artwork in Adobe Illustrator software, compatible with CS5 or below. Convert all colors, including PMS colors, to CMYK. Convert all fonts to paths. Photographs must be embedded in the AI file. Embedded images should be JPEG or PSD files and have a resolution of 300 dpi. The approximate size of the KOOLGATOR is 2" x 26" (finished) per side and 4" x 26" (unfinished). The "live" print area is 1.5" x 25.5" per side. Full bleeds require an additional .25" around the exterior edges of the 4" x 26" (unfinished) KOOLGATOR.

A final digital paper color proof will be e-mailed to you prior to production for approval. It is your responsibility to review the proof carefully for accuracy. Any delays in artwork approval may delay the delivery date of your product. Keep in mind that printing on fabric will not provide the same clarity as depicted on the digital color proof and some smaller images, including ® or ™ may not be legible.

**Sample Policy:** We will provide approved distributors with 3 KOOLGATORS, at no cost, to be used as samples. You must provide a valid shipping account number to receive these samples. The samples we provide will be our self-promo samples which have been specifically designed as a sales tool to showcase all of the features and benefits of the KOOLGATOR.

**Pre-Production Sample:** Pre-production samples are available for \$125. This includes all costs, including shipping. Please allow a total of 14 business days to have 5 pre-production samples delivered to you from the time we receive your non-refundable payment and signed artwork proof. If an order is placed for 2,500 or more units from this customer, you will receive a \$125 credit on the order.

**Shipping:** We ship all of our orders via international air, from our international factory. Your Sales Order will list the entire shipping cost you will be charged. We have negotiated preferred international shipping rates and are familiar with the customs process so we do not recommend using your own shipping account. Once the product has been delivered, we are no longer responsible for damage or loss to the product. We will make every attempt to meet your delivery dates and in fact may ship your order earlier than requested. However, we are not responsible for delays outside of our control including but not limited to shipping carrier delays, weather, material shortages and custom delays.

**Packaging:** Your KOOLGATORS will be shipped bulk.

**Reorders:** Due to our printing process, there is no discount provided on reorders.

**Rush Orders:** We process every order as quickly as possible. Submit your request and we will make every attempt to accommodate you.

**Less Than Minimum Orders:** Please contact us to see if we can accommodate your request.

**Product:** Minor variations from the sample and/or the color artwork proof are allowed that do not materially affect the desired use or quality of the product, this may include minor imprint imperfections. Sizes may vary slightly as all items are cut and sewn by hand. Fabric & colors may vary slightly between KOOLGATORS within each order. Please note all product sizes, imprint sizes and colors are approximate.

**Cancellation/Return Policy:** Since each order involves custom printing, once production has begun, your order becomes non-cancellable and you are responsible for the cost of the entire order. Your pre-payment will not be returned. No credit will be issued for returned product.

**Pricing:** All pricing subject to change without notice. Changes to this catalog may be made without notification, always call to confirm pricing. We reserve the right to discontinue any item without notice. We are not liable for any typographical errors and/or omissions in this or any other advertising materials.

**Over runs/Under runs:** Exact quantities are normally shipped, however there may be up to a 2% over runs/under runs and breakage/damage allowance.

**Claims:** Any claims of defects, damages or shortages over the 2% allowance must be made in writing within 3 business days after delivery. If no such claim is made, you are acknowledging the order has been completely satisfied and fulfilled per the terms of the Sales Order and agree to promptly pay any balance still owed.

**Warranty:** We stand behind our products and will provide items of high quality. Customer service is a top priority and we will do all we can to accommodate the customer, within reason. In the event of defects in workmanship or errors for which we are responsible, products will be replaced.

**Copyrights & Trademarks:** By providing KOOLGATOR with logos, marks, symbols or designs, to create artwork or manufacture product, you are representing that you are authorized and permitted to do so and shall indemnify and hold KOOLGATOR harmless in any infringement actions as a result of printing said artwork on the KOOLGATOR.

We reserve the right to use any and all of our imprinted products from any completed order in our advertising materials and displays unless otherwise specified in writing.

**Limited Liability:** KOOLGATOR liability for any damages or personal liability arising from the sale, shipment, storage, handling or use its products, whether based on alleged negligence or otherwise, shall not exceed the total amount paid by the customer for the goods causing said damages. In no event will KOOLGATOR be liable for any incidental, consequential, or special damages or for any damages suffered by a third party. Customer agrees to hold KOOLGATOR harmless of all claims above any and all amounts paid by the customer to KOOLGATOR.

**Questions:** For any questions please call us at (208) 342-2535 or e-mail us at [info@koolgator.com](mailto:info@koolgator.com) or visit us on the web at [www.koolgator.com](http://www.koolgator.com). Orders can be faxed to (208) 965-8514.