

## Introducing Bluetooth-Enabled ThermaCELL Heated Products Control Heated Insoles and Heat Packs with Your Smartphone



Burlington, Mass. – January 2016 – ThermaCELL Heated Products have brought comfort to outdoor enthusiasts for years with their ThermaCELL Heated Insoles and ThermaCELL Heat Packs products. The company's latest innovations, ThermaCELL Heated Insoles ProFLEX Heavy Duty and ThermaCELL Heat Packs Bluetooth Pocket Warmers, expand upon these two product collections for 2016. Both of these new products offer temperature control via Bluetooth smartphone connectivity on both iOS and Android devices, as well as the ability to check the battery life through the free application.

“Enabling customers to control personal heating products through a phone literally puts comfort at their fingers tips, regardless of the temperature outside,” said Josh Silvia, marketing manager for ThermaCELL Heated Products, a division of Schawbel Technologies. “By embedding Bluetooth technology in our products, a smartphone becomes your remote control. This technology is extremely customer friendly and sets us apart in the marketplace.”

ThermaCELL is continuing to change how people keep warm in cold environments by providing innovative solutions to those seeking warmth. Outdoor workers and enthusiasts can work harder and play longer in the harshest elements thanks to ThermaCELL.



The first of these new products, ThermaCELL Heated Insoles ProFLEX Heavy Duty, operate through any major smartphone via Bluetooth, eliminating the need for wires and small remotes. The lightweight cushioned heated insoles are supercharged with a 30% higher capacity battery than their predecessor, providing up to 8.5 hours of foot-warming comfort on a single charge. They're more rugged, and also recharge quickly, acquiring a full charge in less than 2 hours. As their name suggests, these insoles are highly durable, and they have been tested to over 1 million footsteps. Finally, the ProFLEX Heavy Duty Insoles provide up to 27 degrees of protection beyond a footwear's insulation rating, meaning wearers can comfortably stay out in the cold longer. MSRP: \$199.95.



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A ProFLEX Extended Life Battery Pack is also available for those trying to extend their time in the outdoors. This new battery pack will power either the standard or Heavy Duty ProFLEX insoles for up to 6.5 hours per charge. MSRP: \$59.95.

The second generation of ThermaCELL Heat Packs - Pocket Warmer is also Bluetooth-enabled and can be operated with a smartphone while continually remaining in the pocket. Additional features of this new product include a 50% faster battery recharge and an embedded eyelet in the corner to allow for hanging from a lanyard. An adjustable lanyard is included with each ThermaCELL Heat Packs – Bluetooth Pocket Warmer retail package. MSRP: \$79.95

For those who want to do double warming duty this winter season, the ThermaCELL Heat Packs – Bluetooth Pocket Warmers and ThermaCELL Heated Insoles ProFLEX Heavy Duty function through a simple interface on the same application.

Outdoor lovers who don't want to have to over-brave the elements this winter can find their nearest ThermaCELL Heated Products retailer by visiting <http://heat.thermacell.com> and clicking Where to Buy. Interested media may arrange a meeting with ThermaCELL management by emailing [pauline@thermacell.net](mailto:pauline@thermacell.net)

#### **About Schawbel Technologies LLC**

ThermaCELL Heat Packs and Heated Insoles are products of Schawbel Technologies LLC, a company primarily focused on providing consumer comfort through innovative, patented products. Schawbel Technologies is a spin-off from The Schawbel Corporation, which was founded in 1981 by William Schawbel through the acquisition of two divisions from the Gillette Company. All products undergo rigorous third-party testing and meet or exceed battery, materials, and safety certifications and standards worldwide. For more information about Schawbel products, visit <http://heat.thermacell.com> or call 1-866-651-7579.

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FOR IMMEDIATE RELEASE

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**New ThermaCELL® Heated Insoles ProFLEX Heavy Duty  
Featuring Bluetooth Operation and Tested to One Million Footsteps**



Burlington, Mass. – January 2016 – With the introduction of ThermaCELL Heated Insoles ProFLEX Heavy Duty, ThermaCELL has gone one step further with their innovative personal warming products. When ThermaCELL released its original remote-controlled Heated Insoles, it was revolutionary for outdoor lovers. Then the company took the product to the next level with its ProFLEX Heated Insoles, which featured increased flexibility and interchangeable cushioned batteries. Now, these new insoles feature Bluetooth® Technology so you can control the temperature of your insoles via a smartphone, and a 30% longer life battery.

“By using Bluetooth technology, the insoles can be paired with smartphones, completely eliminating the need to keep track of a remote,” said Josh Silvia, marketing manager for ThermaCELL Heated Products. “By using ThermaCELL’s free app that is available for both iPhone® and Android®, users can set the temperature for individual insoles, view battery life, and pair as many insoles as they’d like to their device.”

Bluetooth Technology isn’t the only update to the ProFLEX Heavy Duty Insoles. They also feature a higher capacity battery that is 30% more powerful than those in the standard ProFLEX Insoles, providing up to 8.5 hours of continuous warmth per charge. The batteries found in the new ProFLEX Heavy Duty Insoles also charge in less than 2 hours, much faster than any other Heated Insole from ThermaCELL.

Like their predecessors, the ProFLEX Heavy Duty Insoles utilize removable battery packs that can be quickly and easily interchanged for all-day warmth and comfort. They provide users with three different heat settings: high (115°F) medium (110°F) and low (100°F), as well as No Heat (stand by).

ThermaCELL Heated Insoles ProFLEX Heavy Duty are also designed to live up to their name. They are constructed from even more durable and flexible materials than standard ProFLEX Insoles, allowing them to withstand a beating all day long. In fact, these Insoles were tested for 1 million footsteps of use.

The MSRP of the ThermaCELL ProFLEX Heavy Duty Insoles is \$199.95. Additionally, an Extended Life ProFLEX Battery Pack is available for those trying to extend their time in the outdoors. This new battery pack will power either the standard or ProFLEX Heavy Duty insoles for up to 8.5 hours per charge. MSRP: \$59.95.



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For more information of ThermaCELL's entire line of Heat Products, including the ProFLEX Heavy Duty Insoles, visit <http://heat.thermacell.com>.

**ThermaCELL Heated Insoles ProFLEX Heavy Duty product features include:**

- Bluetooth Operation, to control temperature settings and view battery life of insoles through iOS and Android smartphones
- Longer Battery Life, 30% higher capacity battery than standard ProFLEX Insoles
- Rechargeable, removal battery that can be changed without removing insole from footwear. The battery is covered in Poron, an antimicrobial, shock-absorbing cushion
- Fast Charging – charges in 2 hours or less
- Manual activation option (if smartphone is unavailable)
- Ability to independently control each insole through Bluetooth application
- Made from polyurethane foam that is breathable, conducts heat efficiently, offers great shape retention and shock absorbency
- Wall charger and USB cable are included so insoles can be charged from any wall outlet or powered USB port
- The wires on the battery charger can be disconnected, and be used as a protective carrying case for the batteries
- Insoles are highly water resistant to protect electronics and were manufactured using a unique protection process
- Utilizes one-of-a-kind patent-pending technology
- Provide up to 27 degrees of protection beyond a footwear's insulation rating
- Made for men and women, the ProFLEX Heated Insoles are customizable to fit any shoe size from a women's 4.5 to a men's 14, and are available in: Small, Medium, Large, X-Large and XX-Large

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## ThermaCELL Introduces Heat Packs with Bluetooth Technology and More



Burlington, Mass. – January 2016 -- ThermaCELL is pushing their technology to the next level by adding to their battery-operated Heat Packs product line. In 2016, they are introducing the new ThermaCELL Heat Packs - Bluetooth Pocket Warmer, a rechargeable alternative to conventional, disposable warmers.

“We utilized the technology from our popular Heated Insoles to create our new Bluetooth Heat Packs,” said Josh Silvia, marketing manager for ThermaCELL Heated Products. “This new Bluetooth Pocket Warmer can be paired and controlled with any iPhone® or Android® smartphone launched in the past several years. Simply install the ThermaCELL app and then you can choose one of the device’s three heat settings without having to remove it from your pocket or base layer.” Users can pair as many Heat Packs with their smartphone as they’d like, and run them all simultaneously.

Users will also be able to enjoy a quick charge time of approximately 2 hours, 50% faster than the previously released ThermaCELL Heat Packs - Pocket Warmers. Additionally, an embedded eyelet was added to the corner to allow for hanging from a lanyard (adjustable-length lanyard included).

Unlike disposable, air-activated warmers, ThermaCELL’s rechargeable Heat Packs provide constant, regulated warmth that can be controlled or turned off. They quickly warm right to the temperature selected and can provide significant cost savings over time when compared to disposable warmers.

The MSRP of the new Bluetooth Pocket Warmer is \$79.95.

For more information on all of ThermaCELL’s Heated Products, including the Bluetooth Pocket Warmer, visit <http://heat.thermacell.com>.

### Product Key Features:

- *Bluetooth Operation*, control temperature settings and view battery life with iPhone® or Android® application. Settings can also be controlled with button on product
- *Thin and Lightweight* – one of the lightest and thinnest rechargeable warmers on the market today
- *Water-Resistant* – can withstand winter’s harshest elements

- *Recharges* in 2 hours or less, and will last hundreds of charges
- *Heated surface* is lined with medical-grade silicone that is soft to the touch and will stand up to frequent use
- *Shock Resistant & Easy to Grip* molded Thermoplastic Polyurethane (TPU) material on non-silicone side
- *Three Regulated Heat Levels:* High = 116°F, Medium = 110°F, Low = 106°F

**Product Price and Specifications:**

ThermaCELL Heat Packs - Bluetooth Pocket Warmer (1-pack):

- MSRP: \$79.95
- Size: 4" x 2.8" x .45"
- Battery = 3300 mAh, 3.8V

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## Schawbel Technologies LLC Fact Sheet

Schawbel Technologies LLC, a privately held company and a spin out from The Schawbel Corporation, continues its focus on bringing to consumers sophisticated methods of dealing with outdoor environments. As ThermaCELL revolutionized area mosquito repellents, Schawbel's ThermaCELL Heated Products are doing the same for consumers trying to stay warm in the outdoors, whether it is to follow a sport passion or for required working in the elements.

Under the direction of Bill Schawbel, CEO, the Company excels in the discovery and identification of technologies that lead to innovative, patented, consumer products, which it markets independently or licenses through strategic partnerships. Schawbel Technologies' preeminent research, development, and engineering facilities are located in the United States and Asia. The Company's strategic relationships with leading universities, including Massachusetts Institute of Technology (MIT) and the University of Pennsylvania, support its technology discovery and product development. The Company's go-to-market strategies are optimized through strategic relationships and partnerships with commercial designers, product development specialists, and leading marketing organizations. As a result, the company has founded or acquired more than 30 businesses over the past 30 years.

### Schawbel Technologies' products marketed by the company today include:

#### ThermaCELL Heated Insoles

Original ThermaCELL Heated Insoles, introduced in 2012, MSRP: \$129.95.

ThermaCELL Heated Insoles ProFLEX, introduced in 2014, MSRP: \$179.95.

ThermaCELL Heated Insoles ProFLEX Heavy Duty, being introduced in 2016, MSRP: \$199.95

#### ThermaCELL Heat Packs

Hand Warmer, Two-Pack MSRP: \$79.95.

Pocket Warmer, One-Pack MSRP: \$69.95.

Bluetooth Pocket Warmer, One-Pack MSRP: \$79.95.

For more information about products, visit <http://heat.thermacell.com> or call 1-866-651-7579.



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## Schawbel Technologies LLC / ThermaCELL Heated Products Media & Public Relations Contact Information

Burlington, Mass. – May 2016

**Website:** <http://heat.thermacell.com>

For images and additional documents, visit <http://heat.thermacell.com/media>.

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