



//BETENACIOUS//™

33 YEARS OF TENACITY

N-FERNO®

2016 NEW PRODUCT LAUNCH



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N-FERNO® THERMAL WARMING

NEW AND ENHANCED LINE ADDITIONS

- » Our N-Ferno® Line of warming products has grown into a mighty assortment of liners, balaclavas, and hats – all built to withstand the harshest environments.
 - » Sub-zero temps? Not a problem.
 - » Wind? What wind?
 - » Rain and snow? Bring it on!
 - » Color options? Oops...
- » No longer can you get your winter liner, hat or balaclava in one color – black. We are now giving you options.
- » Introducing our newest additions... hi-vis lime and Realtree® line additions. You will also see a brand spankin' new reversible knit hat!



N-FERNO®

6821HV LIME FLEECE BALACLAVA

- » 100% stretch polyester
- » Smooth jersey exterior with soft brushed fleece interior
- » 3- panel construction
- » Reflective piping and accents for higher visibility
- » New longer length
- » One size
- » Available October 1st!



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N-FERNO®

6842HV LIME 2-LAYER LINER

- » 150D Oxford polyester that is durable and wind- and water-resistant
- » 100% soft polyester fleece interior
- » Elastic gather at forehead
- » Warming pack pockets
- » Hook-and-loop straps for added security under a hard hat
- » Shoulder-length
- » One size
- » Available October 1st!



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N-FERNO®

6802HV Lime Classic Trapper Hat

- » 150D Oxford polyester that is durable and wind- and water-resistant
- » Faux fur detail and quilted satin crown lining
- » Contains 60 grams of 3M™ Thinsulate™ insulation
- » Button flaps with side holes for hearing
- » Chin strap with buckle for secure fit
- » Sizes available: S/M and L/XL
- » Available October 1st!
- »



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N-FERNO®

6816 REVERSIBLE KNIT HAT

- » Stretchable gray polyester on one side
- » Soft lime fleece on reverse side
- » Contrast trim and seam detail
- » Reversible construction
- » One size
- » Available October 1st!



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N-FERNO®

6823RT REALTREE® WINDPROOF HINGED BALACLAVA

- » Fleece with wind-protectant fabric at the most vulnerable places to protect against a variety of elements
- » Unique hinged design
- » 3-panel construction with flat lock stitching for the most comfortable fit
- » NEW longer length
- » Realtree Xtra® pattern
- » Available October 1st!



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N-FERNO® NEW PRODUCTS

U.S. PRICING

Model #	Item #	Product Description	Color	U.S.			
				List	Level 1	Level 2	Level 3
6821HV	16829	HI-VIS LIME FLEECE BALACLAVA	LIME	\$ 17.95	\$ 10.05	\$ 9.51	\$ 8.95
6842HV	16841	HI-VIS LIME WINTER LINER	LIME	\$ 21.95	\$ 12.29	\$ 11.63	\$ 10.95
6802HV	16853	HI-VIS LIME TRAPPER HAT S/M	LIME	\$ 36.95	\$ 20.69	\$ 19.58	\$ 18.45
6802HV	16855	HI-VIS LIME TRAPPER HAT L/XL	LIME	\$ 36.95	\$ 20.69	\$ 19.58	\$ 18.45
6816	16816	REVERSIBLE KNIT HAT	LIME/GRAY	\$ 21.95	\$ 12.29	\$ 11.63	\$ 10.95
6823RT	16833	REALTREE® WIND-PROOF HINGED BALACLAVA	REALTREE® PATTERN	\$ 24.95	\$ 13.97	\$ 13.22	\$ 12.45



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N-FERNO® NEW PRODUCTS

CND PRICING

Model #	Item #	Product Description	Color	CND		
				List	Level 1	Level 2
6821HV	16829	HI-VIS LIME FLEECE BALACLAVA	LIME	\$ 17.95	\$ 9.94	\$ 8.95
6842HV	16841	HI-VIS LIME WINTER LINER	LIME	\$ 21.95	\$ 12.17	\$ 10.95
6802HV	16853	HI-VIS LIME TRAPPER HAT S/M	LIME	\$ 36.95	\$ 20.50	\$ 18.45
6802HV	16855	HI-VIS LIME TRAPPER HAT L/XL	LIME	\$ 36.95	\$ 20.50	\$ 18.45
6816	16816	REVERSIBLE KNIT HAT	LIME/GRAY	\$ 21.95	\$ 12.17	\$ 10.95
6823RT	16833	REALTREE® WIND-PROOF HINGED BALACLAVA	REALTREE® PATTERN	\$ 24.95	\$ 13.83	\$ 12.45



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N-FERNO® NEW PRODUCTS

EU // U.K. PRICING

Model #	Item #	Product Description	Color	EU			UK		
				List	Level 1	Level 2	List	Level 1	Level 2
6821HV	16829	HI-VIS LIME FLEECE BALACLAVA	LIME	15.25	8.44	7.60	13.15	7.29	6.56
6842HV	16841	HI-VIS LIME WINTER LINER	LIME	18.65	10.33	9.30	16.15	8.93	8.04
6802HV	16853	HI-VIS LIME TRAPPER HAT S/M	LIME	31.35	17.40	15.66	27.15	15.04	13.54
6802HV	16855	HI-VIS LIME TRAPPER HAT L/XL	LIME	31.35	17.40	15.66	27.15	15.04	13.54
6816	16816	REVERSIBLE KNIT HAT	LIME/GRAY	18.65	10.33	9.30	16.15	8.93	8.04
6823RT	16833	REALTREE® WIND-PROOF HINGED BALACLAVA	REALTREE®	21.15	11.74	10.57	18.35	10.15	9.14



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N-FERNO® THERMAL BALACLAVAS

DARE TO COMPARE

	N-FERNO® 6823RT® BALACLAVA	UnderArmour® Cold Gear Balaclava	N-Ferno® 6821HV LIME BALACLAVA	Carhart®
				
MSRP	\$25.95	\$54.99	\$17.95	\$20.00
BODY MATERIAL	Polyester / Fleece	Polyester / Fleece	Polyester / Fleece	Polyester / Spandex
DESIGN	Windproof panel, hinged	Hinged	Full coverage, long length	Hinged
REFLECTIVE ACCENTS	No	No	Yes	No



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N-FERNO® THERMAL LINERS

DARE TO COMPARE

	N-FERNO® 6842HV WINTER LINER	Tough Duck Hard Hat Liner
		
MSRP	\$21.95	\$19.80
BODY MATERIAL	Exterior: 150D Oxford Polyester Interior: Polyester Fleece	Exterior: Nylon Interior: Polyester Fleece
REFLECTIVE ACCENTS	Yes: Reflective piping and logo	Yes: Reflective stripe on ear
LENGTH	Shoulder length	Regular length
OTHER FEATURES	Water and wind resistant, H & L chin strap, & hard hat straps, warming pack pockets	H & L hard hat straps, option to zipper off bottom portion

N-FERNO® HATS

DARE TO COMPARE

	N-FERNO® 6816 REV. HAT	Nike Therma-Fit	N-FERNO® 6802HV TRAPPER HAT	Tough Duck Aviator Hat
				
MSRP	\$21.95	\$28.00	\$36.95	\$20.95
BODY MATERIAL	Exterior: Spandex Interior: Fleece	Exterior: Spandex Interior: Fleece	Exterior: 150D polyester Interior: Polyester	Exterior: Polyester Interior: Polyester
INSULATION	No	No	3M™ Thinsulate	3M™ Thinsulate
REFLECTIVE ACCENTS	No	No	Yes: Piping and logo	Yes: Striping
OTHER FEATURES	Reversible	Reversible	Wind and water resistant, button flaps and holes for hearing; chin strap	Chin strap

N-FERNO® THERMAL SERIES

FREQUENTLY ASKED QUESTION(S)

» *Are the N-Ferno® hi-vis lime additions ANSI/ISEA 107 compliant?*

NO. The ANSI/ISEA 107-2015 standard gives minimum area requirements for the amount of retroreflective and background materials that deliver the best conspicuity- 78 in² for background material and 10 in² for retroreflective material with a width of 1". Our line additions do not meet these area requirements. However, our 6802HV and 6842HV are made from ANSI-compliant background materials and still provide additional conspicuity for the worker.



N-FERNO® THERMAL SERIES

WE'VE GOT YOU COVERED...LITERALLY AND FIGURATIVELY

- » **We created a cold stress program, a portfolio if you will, to help you sell our seasonal products and be the most competitive presence in the biz. This goes beyond our Winter Early Buy promotional program and extends to our plethora of educational tools, resources and NEW merchandising program.**
- » **All of these resources exist to help you approach an opportunity with confidence (be a smarty pants as it relates to the issue of cold stress), knowing you are selling the highest quality product, at the sharpest pricing.**



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COLD STRESS RESOURCES

YOUR PORTFOLIO FOR SUCESS

- » In-house training and webinars
- » 2016 Winter Early Buy Promotion
- » **NEW!** Introduction to Cold Stress Presentation!
- » **NEW!** 2016 Cold Stress Card
- » Technical White Papers on a variety of topics
- » **NEW!** Cold Stress Poster
- » Hydration Sticker – Urine Color Chart
- » Dehydration is not just a summer thing!



EQUIPMENT CATEGORY	DISCOUNT & PERKS	
	8/1/16 - 8/31/16	10/1/16 - 12/31/16
BOOTS	-4%	-2%
GLOVES	+3%	+2%
	+2%	+1%
TOTAL:	TOTAL OF 0%	TOTAL OF 0%

BUY 15% DISCOUNT
BEST PROMOTIONAL OFFER EVER!
15 and receive 10% off your first order plus 10% instant free drops in applicable percentage.

PROFLEX™ THERMAL SERIES GLOVES - COOL DEALS AND NEW DESIGNS
COOL DEALS BLOWOUT - For a limited time, get special deals on our new models of Thermal Gloves. NEW GLOVE DESIGN - Be the first to get your hands on updated cool new designs available to order now and view Nov. 11



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MERCHANDISERS

AVAILABLE NOW!

- » Two merchandisers displays available for distributors to showcase their goods:
 - » **Dump Display** designed to fit balaclavas, liners, and hats.
 - » **Hutch Display** to arrange a variety of warming products including liners, gloves and warming packs.



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READY TO TAKE A TEST?

- » The time has come to test your smarts on the 2016 N-Ferno® thermal line additions. Simply click the [link](#) to take the test ... don't worry, it'll be over before you know it. Good luck!

