



**High-performance** materials and **shape-retention** technology provide novel user experience with exceptional **thermal resistance** boosting heat safety.

**MSRP:  
\$39.99**



### Target Markets

- **Primary:** 1.3 Million Households in the US
- **Secondary:** 402,333 welders employed in the US

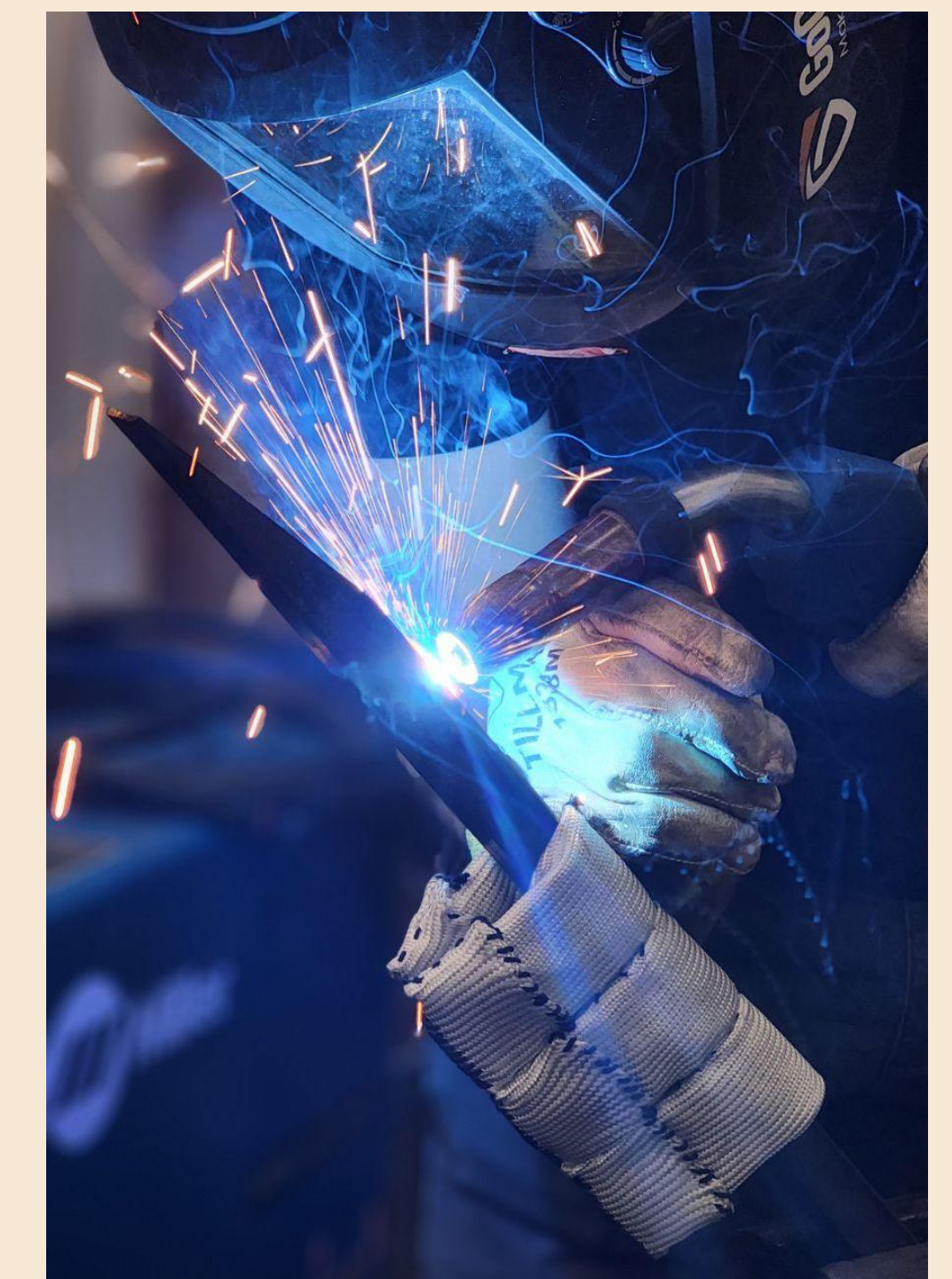
**Projected Market Share 1%**

Feature	Function	Benefit
<b>Extreme-Heat Resistance</b>	<ul style="list-style-type: none"> <li>• Heat / Flame Protection</li> <li>• 320 F continuous</li> <li>• 572 F short term</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced safety</li> <li>• Reduced risk of heat related accidents</li> </ul>
<b>Multipurpose Design</b>	<ul style="list-style-type: none"> <li>• All high temperature operations</li> <li>• Welding – hot metal</li> <li>• Kitchen – pots/pans</li> </ul>	<ul style="list-style-type: none"> <li>• Versatility in application</li> <li>• Cost-efficient</li> </ul>
<b>Multi-Layer Construction with Woven Kevlar and armature wire</b>	<ul style="list-style-type: none"> <li>• Provides insulation against heat transfer</li> <li>• Armature wire provides shape retention</li> </ul>	<ul style="list-style-type: none"> <li>• User Comfort</li> <li>• Environmentally conscious w/ high durability</li> </ul>
<b>6" x 7" Form Factor</b>	<ul style="list-style-type: none"> <li>• Compact and versatile design</li> <li>• Easy storage and use</li> <li>• Large surface area for a protective surface.</li> </ul>	<ul style="list-style-type: none"> <li>• Convenient</li> <li>• Portable</li> <li>• Space conscious</li> </ul>

**Expected Revenue after 3 years: \$2.8M**



**Kitchen/Grill**



**Welding/Shop**