



MAGID
Safety All Around



MAGID[®] COOL

POWERED BY **MISSION[®]**



KNOW THE FACTS

INDUSTRIAL HEAT ILLNESS

CAUSES

When it comes to industrial heat illness, high temperatures are just the beginning. Many factors contribute to dangerous heat illness such as:



High temperatures & humidity



Heavy physical exertion



Dehydration



Direct sun exposure



Bulky PPE & equipment



Limited air movement



Poor health/ chronic conditions

PREVENTION

Know your environment | The weather forecast does not always predict actual job site conditions. To determine your microclimate, use a Wet Globe Bulb Temperature Monitor which measures temperature, cloud cover, sun angle, wind speed, and humidity.

Acclimate workers to hot conditions | New workers or those returning after an absence should be acclimated slowly to very hot environments, starting with just a few hours each day and increasing gradually.

Hydrate the right way | Encourage your workers to hydrate as much as possible the night before, during their shift, and after work! Provide ice water to workers throughout the day. If water is too far away, or unpleasantly warm, people won't hydrate properly.

Modify work to rest ratio | If conditions are especially hot, increase break time and frequency to allow workers to cool off and hydrate.

Provide quality body cooling PPE | Portable, reusable cooling gear that cools instantly, and stays cool for hours provides on-demand relief from the heat.



Every day in the United States 11 labor workers are seriously injured or die from heat stress.*

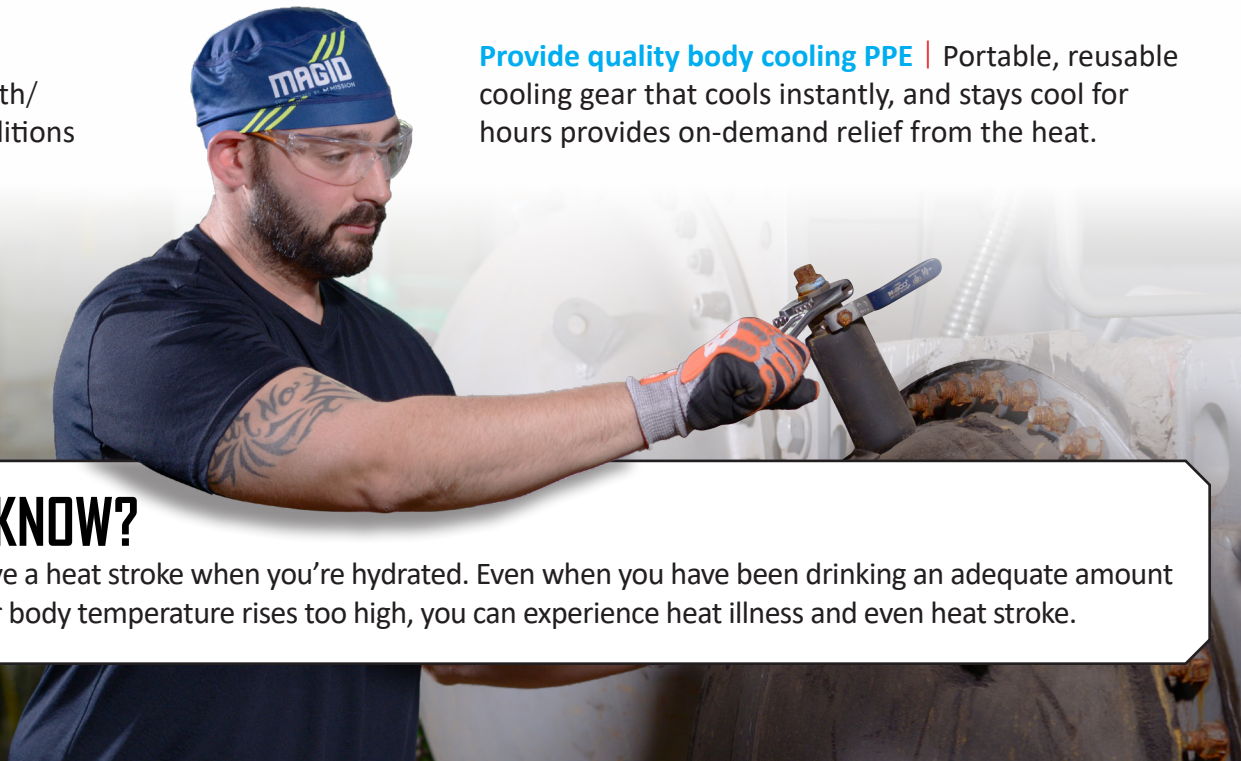
\$53,000+

Average cost per heat prostration incident**

THIS IS **100%**
PREVENTABLE

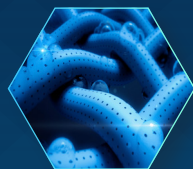
DID YOU KNOW?

You can still have a heat stroke when you're hydrated. Even when you have been drinking an adequate amount of water, if your body temperature rises too high, you can experience heat illness and even heat stroke.



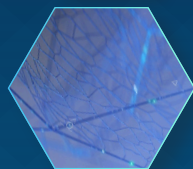
A NEW ERA OF COOLING IS HERE

Proprietary cooling fabrics that enhance the natural process of evaporation



INSTANT COOL THAT LASTS

Cools in under 60 seconds and keeps cool for up to 2 hours



STAY COOL & COMFORTABLE

Cools to 30 degrees below average body temperature



CHEMICAL-FREE COOLING

Proprietary Cooling Technology is always chemical-free, machine washable, and reusable

3 EASY STEPS TO ACTIVATE COOLING

Repeat these steps to reactivate anytime



WET

Wet with water thoroughly



WRING

Wring out the excess water



SNAP

Snap three times to activate the cooling

HOW IT WORKS

Unique micro-groove inner layer retains more water

Absorbent outer layers enhance the natural process of evaporation



INNOVATIVE COOLING GEAR THAT COOLS INSTANTLY & LASTS FOR HOURS



◀ COOLING BANDANA

Worn skinny or wide
#D0S06150

▶ COOLING NECK GAITER / FACE COVER ▶

12 ways to wear
#D0S05150 Hi-Vis | #D0S04150 Navy

◀ COOLING MICROFIBER TOWEL ▶

Soft and durable
#D0S02150 Hi-Vis | #D0S01150 Navy

▶ COOLING SKULL CAP ▶

Fits under any hard hat
#D0S09150 Hi-Vis | #D0S08150 Navy

Patented Cooling Technology



- ▶ 50% greater cooling power***
- ▶ Keeps cool up to 3 hours
- ▶ Antimicrobial for odor control
#D0S03150 Navy



REVOLUTIONIZING INDUSTRIAL HEAT SAFETY

Magid, Mission, and the Korey Stringer Institute (KSI) are joining forces to revolutionize the way we think about industrial heat safety. We will create the first National Heat Safety Coalition to develop an Industrial Heat Stress Protocol to provide education and innovative solutions to eliminate heat-related illness and resulting injuries in the workplace.



Helping companies keep their workers safe. Committed to driving innovations in PPE that are lighter, stronger, cooler, and more comfortable to increase compliance and safety.



Textile Engineers pioneering new fabric technologies which enhance the natural process of evaporation to provide immediate cooling that lasts for hours.



Providing research, education, advocacy and consultation to maximize performance, optimize safety and prevent sudden death for the athlete, warfighter and laborer.

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Trademarks are the property of Magid. *BLS database of injuries resulting in at least one day away from work.

OSHA estimated costs calculator for occupational injuries and illnesses. *50% greater cooling power than the standard original MISSION cooling towel.

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