



INDUSTRIAL  
CATALOG



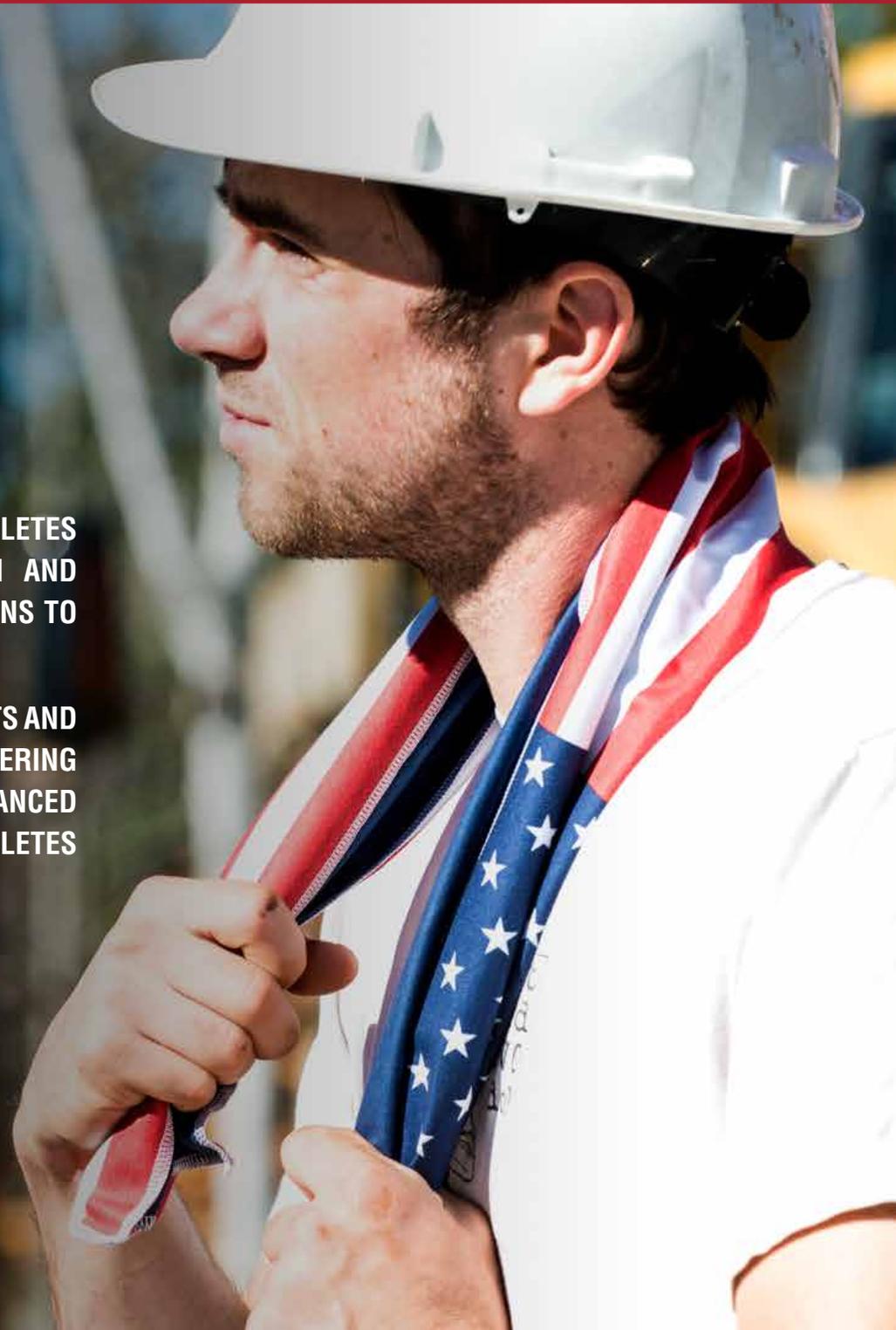


# MISSION

LAUNCHED IN 2009 BY A GROUP OF ELITE, WORLD CLASS ATHLETES INCLUDING SERENA WILLIAMS, DWYANE WADE, REGGIE BUSH AND OTHERS, MISSION IS PIONEERING THERMOREGULATING INNOVATIONS TO MAXIMIZE ATHLETE PERFORMANCE AND RECOVERY.

WORKING HAND-IN-HAND WITH WORLD-CLASS DOCTORS, SCIENTISTS AND ATHLETES, MISSION IS FOCUSED ON CHANGING THE GAME – DELIVERING GROUNDBREAKING, INNOVATIVE AND TECHNOLOGICALLY ADVANCED SOLUTIONS TO MEET THE GROWING DEMANDS OF TODAY'S ATHLETES BEFORE, DURING AND AFTER COMPETITION.

YOU ARE OUR ATHLETE.



## ENDURACOOOL™ GEAR UP. COOL DOWN™.

- ▲ PROTECT EMPLOYEES.
- ▲ CREATE A SAFER WORK ENVIRONMENT.
- ▲ PROMOTE HIGHER PRODUCTIVITY.

### WHY COOLING MATTERS

- WORKPLACE HEAT EXPOSURE INCREASES THE RISK OF OCCUPATIONAL INJURIES AND ACCIDENTS
- CONSTRUCTION WORKERS REPRESENT THE GREATEST NUMBER OF OCCUPATIONAL HEAT FATALITIES
- UNDER THE OSH ACT, EMPLOYERS HAVE A DUTY TO PROTECT WORKERS FROM RECOGNIZED SERIOUS HAZARDS IN THE WORKPLACE, INCLUDING HEAT-RELATED HAZARDS.
- OSHA RECOMMENDS THE FOLLOWING STRATEGIES TO HELP KEEP WORKERS SAFE
  - HYDRATION
  - SCHEDULE FREQUENT BREAK IN COOL SHADED AREAS
  - USE COOLING TECHNIQUES LIKE BODY COOLING



## OUR TECHNOLOGY

### THE SCIENCE BEHIND ENDURACOOOL™

MISSION'S ENDURACOOOL IS THE INDUSTRY'S FIRST CHEMICAL FREE COOLING MATERIAL.

- PORTABLE AIR CONDITIONING.
- UPF 50 SUN PROTECTION
- MACHINE WASHABLE.
- TECHNOLOGY NEVER WASHES OUT.

THE PROPRIETARY TECHNOLOGY DELIVERS THREE DISTINCT FUNCTIONS



WICKING



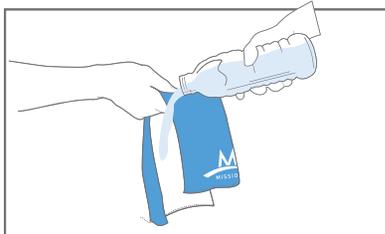
MOISTURE  
TRANSPORTATION



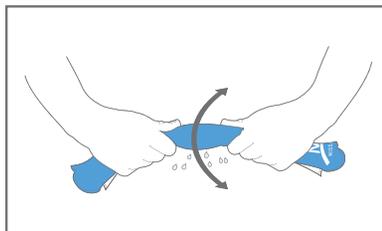
REGULATED  
EVAPORATION

## HOW IS WORKS

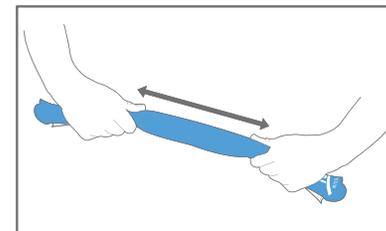
### 3 STEPS TO INSTANT COOL!



1 SOAK



2 WRING

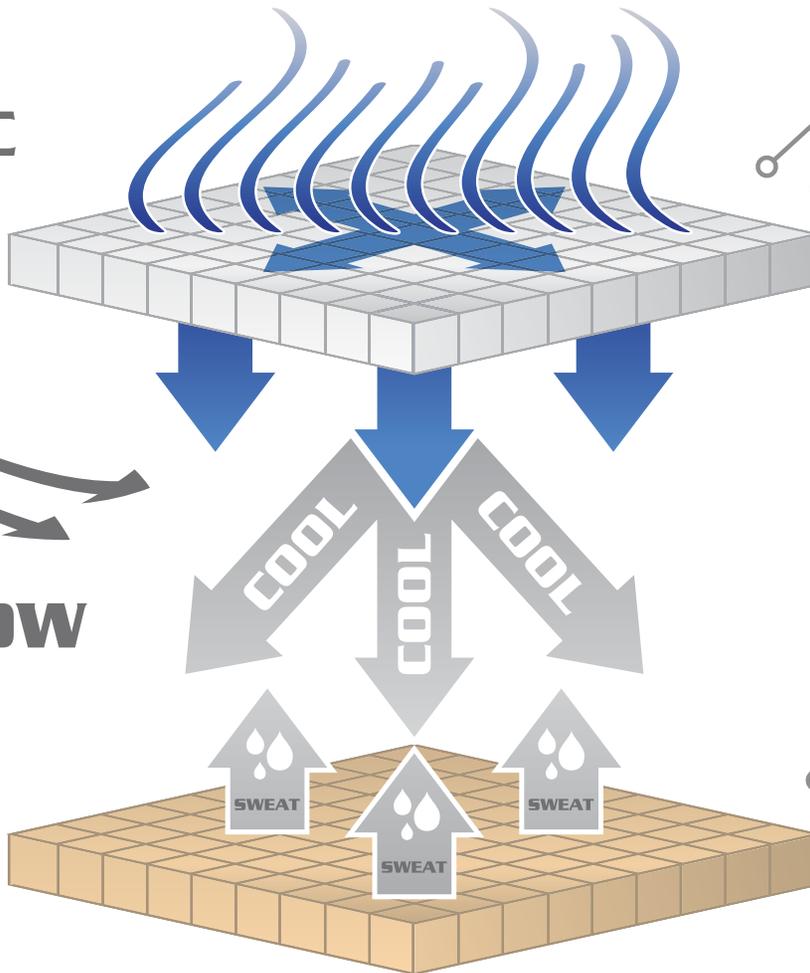


3 SNAP

# COMPETITIVE LANDSCAPE

## COOLING TECHNOLOGY

**FABRIC**



AIR FLOW STIMULATES COOLING, WHILE THE PROPRIETARY WEAVE SLOWS THE RATE OF EVAPORATION CREATING A SUSTAINED COOLING EFFECT

A UNIQUE CAPILLARY SYSTEM WITHIN THE FABRIC SPREADS MOISTURE THROUGHOUT

COOLING FABRIC WICKS THE SWEAT AWAY FROM THE SKIN

**AIRFLOW**

**SKIN**



## CHEMICAL-FREE COOLING

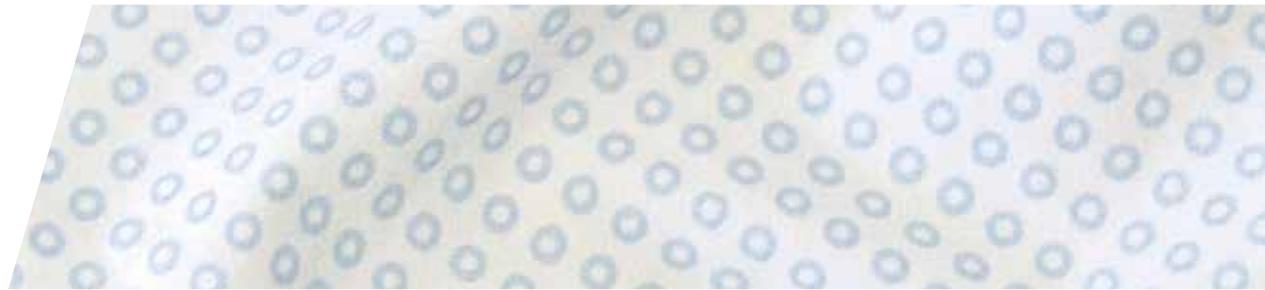
### ENDURACOOOL™

- ▲ CHEMICAL FREE COOLING
- ▲ NO DEGRADATION
- ▲ DRIES SOFT + DURABLE



## CHEMICAL / TOPICAL COOLING

- ▲ TOPICAL CHEMICAL ADDITIVE
- ▲ WASHES OUT
- ▲ COOL TOUCH, SENSOR ONLY



## PVA BASED COOLING

- ▲ DRIES LIKE CARDBOARD
- ▲ CHEMICAL
- ▲ RIPS & TEARS





# COOLING TOWEL - XL

## TECHKNIT

SIZE: X-LARGE [ 15" X 36" ]

HIGH VIS GREEN: 107211

COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS TO 30° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING



MACHINE WASHABLE AND DRIES SOFT



# [ TECHKNIT ]





# COOLING TOWEL - L TECHKNIT

SIZE: LARGE [ 12" X 33" ]

BLACK: 107166 // HIGH VIS GREEN: 107168

RED: 107170 // MAROON: 107172

DIGI CAMO GREY: 107178 // MOSSY OAK: 10758

## COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS  
TO 30° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING



MACHINE WASHABLE AND DRIES SOFT



# [ TECHKNIT ]



REINFORCED  
STITCHING

30% SMALLER THAN  
THE MISSION TOWEL-XL

LOOP TAG  
FOR HANGING





# COOLING TOWEL - L MICROFIBER

SIZE: LARGE [ 12" X 33" ]

BLUE: 107100 // BLACK: 107102 // COYOTE BROWN: 107116  
HIGH VIS ORANGE: 107121 // MOSSY OAK: 10759 // HIGH VIS GREEN 107101

## COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS  
TO 30° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING



MACHINE WASHABLE AND DRIES SOFT







# BANDANA

SIZE: OSFM

PAISLEY BLUE: 103105 // PAISLEY RED: 103106 // USA FLAG:103177

COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS TO 30° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING



MACHINE WASHABLE AND DRIES SOFT



TIE-BACK  
MULTIPLE WAYS TO



LIGHTWEIGHT, BREATHABLE  
PERFORMANCE MATERIAL





# SAFETY SHIRT

SIZE: MEDIUM: 103000 // LARGE: 103001 // X- LARGE: 103002 // XX- LARGE: 103003

BE LIGHTER, FEEL COOLER, GO HARDER



LIGHTWEIGHT FIBERS RETAIN 11% LESS SWEAT



UPF 50, CHEMICAL-FREE COOLING KEEPS SKIN COOLER



REFLECTIVE SAFETY TRIM FOR 360° VISIBILITY

## WICKING

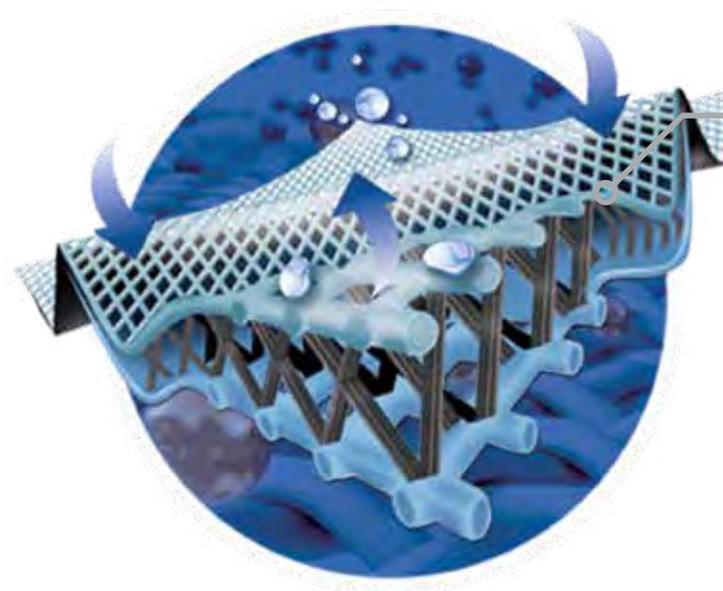
PULLS MOISTURE AWAY FROM THE WEARER AND INTO THE GARMENT

## MOISTURE TRANSPORTATION

CIRCULATES MOISTURE THROUGHOUT THE GARMENT

## REGULATED EVAPORATION

CONTROLS RATE OF EVAPORATION TO CREATE A COOLING EFFECT





MACHINE WASHABLE,  
REUSABLE

SNAP TO ACTIVATE

ANSI/ISEA # 107-2010  
CLASS 2

## 2 WAYS TO COOL

### 1: WET IT

SOAK, WRING OUT +  
WAVE IN AIR BEFORE  
ACTIVITY FOR MAXIMUM  
PERFORMANCE COOLING

### 2: SWEAT IT

SWEAT DURING ACTIVITY  
WILL ACTIVATE COOLING  
ZONES + HELP REGULATE  
TEMPERATURE





# MULTI-COOL™

SIZE: ONE SIZE FITS MOST

BLACK: 108032 // HIGH VIS CORAL: 108025 // HIGH VIS GREEN REFLECTIVE: 108030  
MOSSY OAK: 108011 // SCORPION CAMO BLACK: 108029 // SAND: 108034

## 12+ WAYS TO WEAR



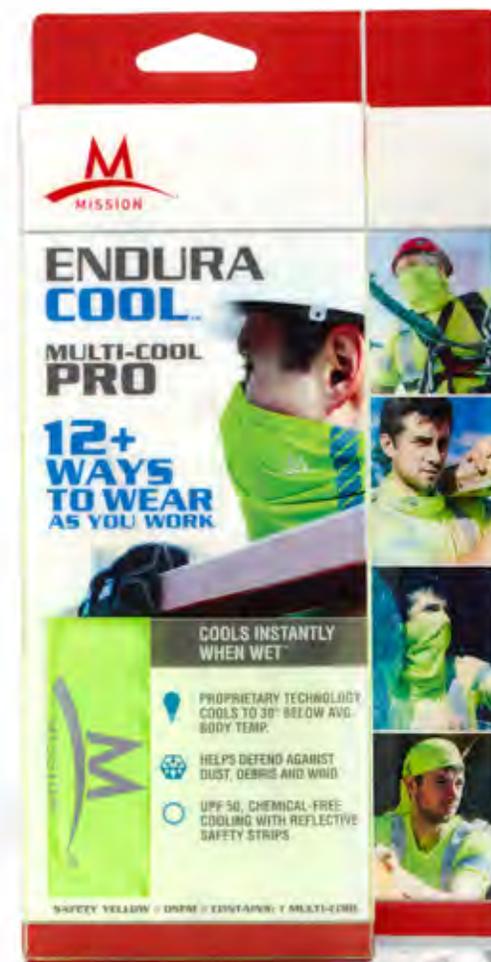
PROPRIETARY TECHNOLOGY COOLS TO 30° BELOW AVG. BODY TEMP

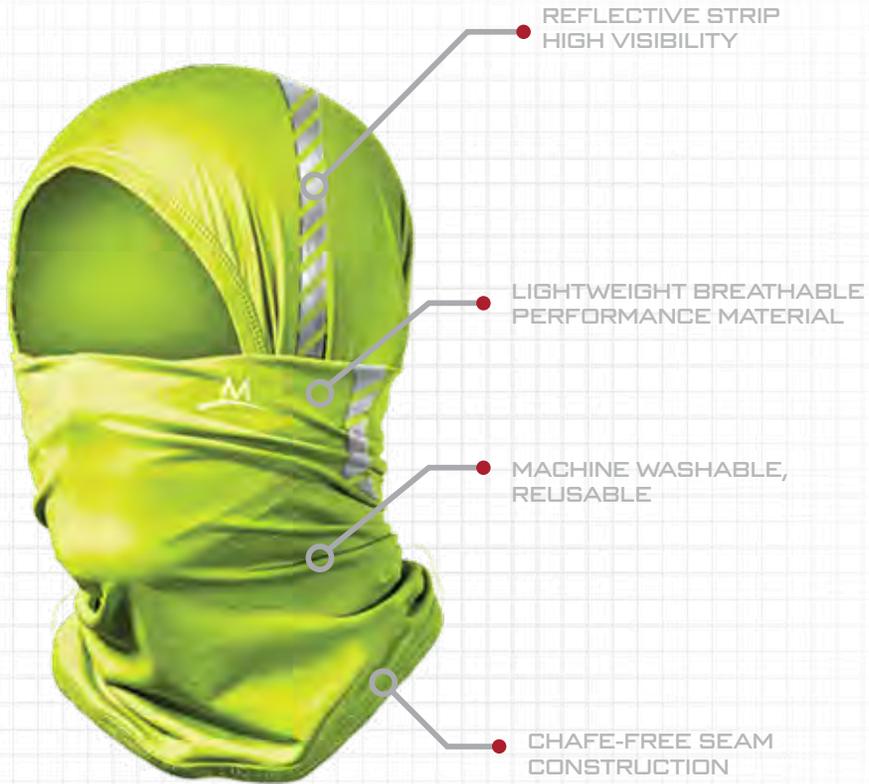


UPF 50, CHEMICAL-FREE COOLING



HELPS DEFEND AGAINST DUST AND DEBRIS





## 12+ WAYS TO WEAR





# NECK SHADE

SIZE: OSFM

SAFETY NAPE: 102000

## COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS TO 30° BELOW AVG. BODY TEMP



UPF 45, CHEMICAL-FREE COOLING



EASILY ATTACHES TO MOST INDUSTRIAL HARD HATS





### STEP 1

LOOP THE 4 TABS THROUGH THE HARD HAT'S SUSPENSION WITH THE SILVER REFLECTIVE STRIPS FACING OUTWARD.



### STEP 2

PLACE ON YOUR HEAD ALLOWING THE NECK SHADE TO DRAPE OVER THE NAPE OF YOUR NECK





# HARD HAT LINER

SIZE: ONE SIZE FITS MOST

BLACK: 103911 // USA FLAG: 103907 // BLUE: 103906  
WHITE: 103903 // HIGH VIS SAFETY GREEN: 103910

## COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS TO 30° BELOW AVG. BODY TEMP

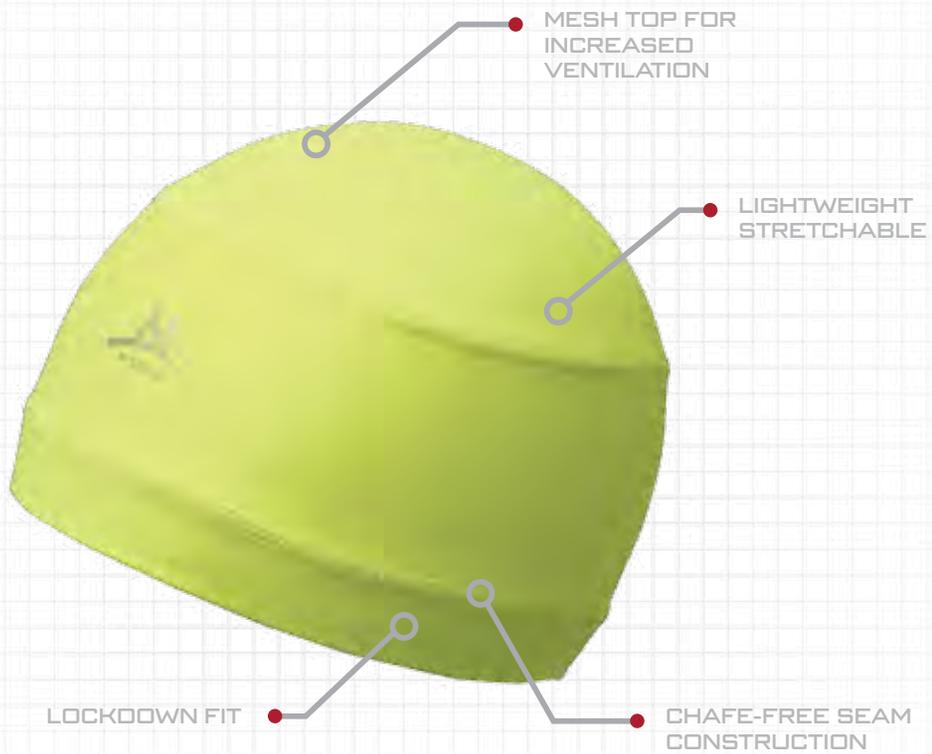


UPF 45, CHEMICAL-FREE COOLING



LIGHT AND BREATHABLE, IN AND OUT OF HELMET







# HOODIE

SIZE: ONE SIZE FITS MOST

BLACK: 107300 // BLUE: 107301

DIGITAL CAMO GREY: 107305

## COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS TO 30° BELOW AVG. BODY TEMP



UPF 45, CHEMICAL-FREE COOLING



PREMIUM LIGHTWEIGHT KNIT, DRIES SOFT AND MACHINE WASHABLE





CUSTOM DESIGNED FOR  
MAXIMUM COOLING ON  
THE HEAD AND NECK

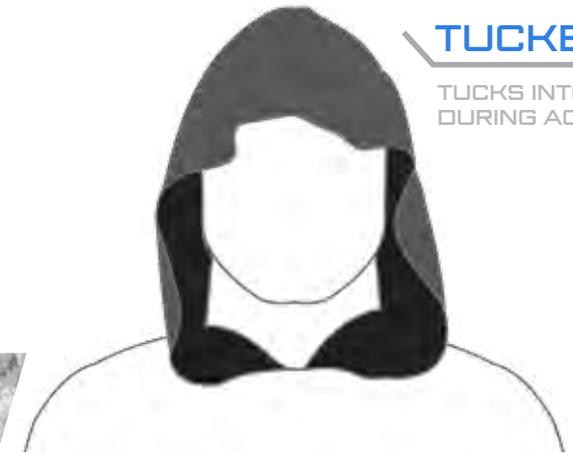
HIGH TENACITY,  
STRETCH MATERIAL FOR  
CUSTOM FIT COOLING

**SWEAT IT | WET IT**  
PERFORMANCE COOLING



## HANGING

HANGING LOOSE TO  
PROMOTE AIRFLOW



## TUCKED

TUCKS INTO SHIRT  
DURING ACTIVITY





## BUCKET HAT

SIZE: ONE SIZE FITS MOST

NAVY: 106100 // SAND: 106101 // MOSSY OAK: 106102

BLACK-HIGH VIS GREEN: 106103

COOLS INSTANTLY WHEN WET™



WICKS AWAY SWEAT



CIRCULATES MOISTURE



PROPRIETARY TECHNOLOGY COOLS  
TO 20° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING



## 2 WAYS TO COOL

### 1: WET IT

SOAK, WRING OUT + WAVE IN AIR BEFORE ACTIVITY FOR MAXIMUM PERFORMANCE COOLING

### 2: SWEAT IT

SWEAT DURING ACTIVITY WILL ACTIVATE COOLING ZONES + HELP REGULATE TEMPERATURE





# PERFORMANCE HAT

SIZE: ONE SIZE FITS MOST

BLACK-HIGH VIS GREEN: 106007

COOLS INSTANTLY WHEN WET™



WICKS AWAY SWEAT



CIRCULATES MOISTURE



PROPRIETARY TECHNOLOGY COOLS  
TO 20° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING

## COOLING ZONES

COOLING ZONES IN THE SWEAT BAND AND FRONT PANELS REGULATE THE EVAPORATION OF MOISTURE

COOLING ZONES



## 2 WAYS TO COOL

### 1: WET IT

SOAK, WRING OUT + WAVE IN AIR BEFORE ACTIVITY FOR MAXIMUM PERFORMANCE COOLING

### 2: SWEAT IT

SWEAT DURING ACTIVITY WILL ACTIVATE COOLING ZONES + HELP REGULATE TEMPERATURE





## LIFESTYLE HAT

SIZE: ONE SIZE FITS MOST

WHITE: 106003 // MOSSY OAK: 106008

COOLS INSTANTLY WHEN WET™



WICKS AWAY SWEAT



CIRCULATES MOISTURE



PROPRIETARY TECHNOLOGY COOLS  
TO 20° BELOW AVG. BODY TEMP



UPF 50, CHEMICAL-FREE COOLING

## COOLING ZONES

COOLING ZONES IN THE SWEAT BAND AND FRONT PANELS REGULATE THE EVAPORATION OF MOISTURE

COOLING ZONES



## 2 WAYS TO COOL

### 1: WET IT

SOAK, WRING OUT + WAVE IN AIR BEFORE ACTIVITY FOR MAXIMUM PERFORMANCE COOLING

### 2: SWEAT IT

SWEAT DURING ACTIVITY WILL ACTIVATE COOLING ZONES + HELP REGULATE TEMPERATURE





# LOCKDOWN HEADBAND

SIZE: ONE SIZE FITS MOST

BLACK-HIGH VIS GREEN: 103410 // HIGH VIS CORAL-GREY: 103411  
SCORPION CAMO BLACK: 103414

## COOLS INSTANTLY WHEN WET™



PROPRIETARY TECHNOLOGY COOLS  
TO 20° BELOW AVG. BODY TEMP

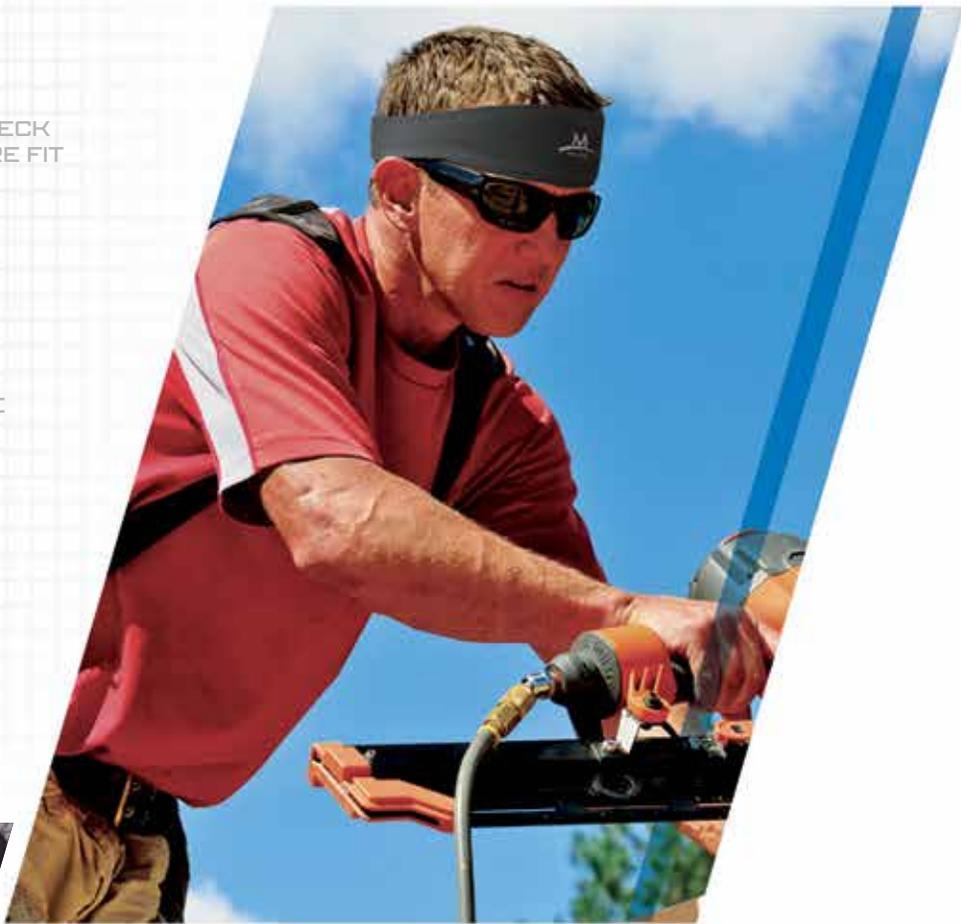


UPF 50, CHEMICAL-FREE COOLING



WICKS AWAY SWEAT







## WRISTBAND

SIZE: ONE SIZE FITS MOST

BLACK-HIGH VIS GREEN: 104500

HIGH VIS CORAL-GREY: 104503

**COOLS INSTANTLY WHEN WET™**



PROPRIETARY TECHNOLOGY COOLS INSTANTLY WHEN WET



UPF 50, CHEMICAL-FREE COOLING



WICKS AWAY SWEAT





# ENDURACOOOL<sup>®</sup>

## FAQS

### QUESTION 1

**HOW DOES THE ENDURACOOOL<sup>™</sup> TECHNOLOGY WORK?**

A REVOLUTION IN COOLING, THIS PERFORMANCE FABRIC ABSORBS AND RETAINS SWEAT AND WATER, CIRCULATING THE MOLECULES WHILE REGULATING THE RATE OF EVAPORATION TO ENSURE AN INSTANT COOLING EFFECT AGAINST THE SKIN, WITHOUT FEELING WET.

### QUESTION 2

**WHAT ARE THE STEP-BY-STEP INSTRUCTIONS ON HOW TO ACHIEVE THE BEST RESULTS WITH MY ENDURACOOOL<sup>™</sup> PRODUCT?**

TO ACHIEVE THE BEST RESULTS WITH YOUR ENDURACOOOL<sup>™</sup> PRODUCT FOLLOW AN EASY 3 STEP PROCESS:

1. SOAK WITH WATER OR SWEAT
2. WRING OUT THE EXCESS
3. GRAB THE FABRIC AT BOTH ENDS AND PULL HANDS APART; SNAPPING THE FABRIC TO ACTIVATE THE COOLING TECHNOLOGY

\*AFTER 3-5 SNAPS, WAIT 1-2 MINUTES FOR THE FABRIC TO COOL

### QUESTION 3

**WHY IS MY ENDURACOOOL<sup>™</sup> PRODUCT NOT COOL WHEN I TAKE IT OUT OF THE PACKAGE?**

YOU HAVE TO GET THE FABRIC WET AND FOLLOW THE STEP-BY-STEP INSTRUCTIONS. THE ENDURACOOOL<sup>™</sup> FABRIC MUST HAVE WATER OR MOISTURE, AND AIR IN ORDER TO ACTIVATE THE COOLING PROCESS.

### QUESTION 4

**WHEN DO I USE THE ENDURACOOOL<sup>™</sup> PRODUCTS?**

YOU CAN USE THE ENDURACOOOL<sup>™</sup> PRODUCTS DURING OR AFTER ACTIVITY TO PROVIDE SUSTAINED COOLING ON YOUR NECK, HEAD OR OTHER HOT ZONES.

### QUESTION 5

**WHAT IS THE UPF PROTECTION FACTOR OF THE ENDURACOOOL<sup>™</sup> FABRIC?**

THE ENDURACOOOL<sup>™</sup> TOWEL HAS A UPF 50 PROTECTION FACTOR. IT WILL HELP PROTECT YOU FROM THE SUN WHEN IT IS COVERING THE SKIN.

## QUESTION 6

### HOW LONG DOES THE FABRIC STAY COOL FOR?

TYPICALLY, THE FABRIC WILL STAY COOL FOR UP TO 2 HOURS WHEN IT'S WET. RESULTS MAY VARY. THE LENGTH OF TIME THAT THE ENDURACOO™ FABRIC STAYS COOL CAN VARY DEPENDING ON THE WATER SATURATION LEVEL, THE SURROUNDING TEMPERATURE, THE CLIMATE AND THE OVERALL BODY TEMPERATURE. IF THE FABRIC BEGINS TO LOSE ITS COOLNESS SIMPLY RE-WET AND RE-ACTIVATE ITS COOLING TECHNOLOGY BY SNAPPING IN THE AIR.

## QUESTION 7

### WILL THE ENDURACOO™ HELP MY PERFORMANCE?

PERFORMANCE TAKES ENERGY, AND WHEN YOU NEED TO EXPEND ENERGY TO COOL YOUR BODY YOU ARE IN EFFECT USING VALUABLE ENERGY THAT COULD BE RESERVED FOR PERFORMANCE. ENDURACOO™ IS DESIGNED TO HELP COOL YOU DOWN - THEREFORE YOU CAN PRESERVE ENERGY FOR YOUR ACTIVITIES.

## QUESTION 8

### WHICH ATHLETES ENDORSE THE ENDURACOO™ PRODUCTS?

MANY ACCOMPLISHED ATHLETES USE ENDURACOO™. NBA ALL STAR DWYANE WADE, TENNIS SUPERSTAR SERENA WILLIAMS, SOCCER CHAMPION MIA HAMM AND TRIATHLETE SARAH HASKINS ARE JUST A FEW OF THE WORLD'S MOST ELITE ATHLETES USING AND ENDORSING THE ENDURACOO™ PRODUCTS.

## QUESTION 9

### WILL THE COOLING TECHNOLOGY OF THE ENDURACOO™ FABRIC DIMINISH OVER TIME?

ENDURACOO™ FABRIC IS DESIGNED TO LAST A LONG TIME, IT'S REUSABLE AND MACHINE WASHABLE. HOWEVER, AS WITH ANY TEXTILE OR APPAREL, THE FABRIC STRUCTURE OF THE TOWEL WILL WEAR DOWN OVER TIME WITH NORMAL WEAR AND TEAR, AND THE STANDARD WASH & DRY PROCESS. RESULTS MAY VARY.

## QUESTION 10

### HOW DO I CARE FOR MY ENDURACOO™ PRODUCT?

WASH BEFORE FIRST USE. MACHINE WASH COLD WITH LIKE COLORS. TUMBLE DRY LOW. DO NOT BLEACH. DO NOT USE SOFTENERS. DO NOT IRON.

## QUESTION 11

### HOW SHOULD I CARE FOR MY ENDURACOO™ PRODUCTS BETWEEN WASHES?

BETWEEN WASHES AND USES, AIR-DRY THE ENDURACOO™ FABRIC BEFORE STORING. DO NOT STORE THE TOWEL IN A CLOSED CONTAINER WHILE WET OR AN ODOR COULD DEVELOP.



# ENDURACOOOL<sup>®</sup>

## FAQS

### QUESTION 12

#### WHAT DO I DO IF AN ODOR DEVELOPS?

IF AN ODOR DEVELOPS, WASH THE ENDURACOOOL<sup>™</sup> PRODUCT WITH DETERGENT ON A NORMAL CYCLE AND TUMBLE OR LINE DRY.

### QUESTION 13

#### CAN I USE THE ENDURACOOOL<sup>™</sup> CONTAINER TO STORE MY TOWEL?

YOU CAN USE THE CONTAINER TO STORE A WET TOWEL FOR USE OVER SHORT PERIODS OF TIME. FOR EXAMPLE, WET THE TOWEL AT HOME, AND BRING TO AN OUTDOOR EVENT TO USE AND COOL WHEN NEEDED. HOWEVER, DO NOT STORE A WET TOWEL IN THE CONTAINER FOR A LONG PERIOD OF TIME OR OVERNIGHT.

### QUESTION 14

#### DO YOU NEED TO SNAP THE PRODUCT FOR THE COOLING TO BEGIN?

THE ENDURACOOOL<sup>™</sup> FABRIC NEEDS MOISTURE (SWEAT OR WATER) AND AIR TO ACTIVATE. THE SNAPPING ACTION SIMPLY GENERATES AIR FLOW THROUGH THE FABRIC TO ACTIVATE THE COOLING PROPERTIES. SNAPPING, WAVING AND FLICKING WILL ALL WORK TO ACTIVATE.

### QUESTION 15

#### WHAT SHOULD I DO IF I SNAP THE ENDURACOOOL<sup>™</sup> FABRIC, BUT IT DOES NOT GET COOL?

IF THE ENDURACOOOL<sup>™</sup> FABRIC DOES NOT GET COOL AFTER BEING SNAPPED, ENSURE THE IT IS COMPLETELY WET, AND ENSURE THAT YOU HAVE SNAPPED IT THREE TO FOUR TIMES FOR ACTIVATION. ALTHOUGH ENDURACOOOL<sup>™</sup> WILL TYPICALLY COOL RAPIDLY, MAKE SURE YOU HAVE GIVEN IT AT LEAST TWO MINUTES TO ACHIEVE ITS COOLING EFFECT.

### QUESTION 16

#### HOW COLD WILL THE ENDURACOOOL<sup>™</sup> FABRIC GET?

WHEN WET THE FABRIC TYPICALLY COOLS TO 30° BELOW AVERAGE BODY TEMPERATURE. THIS IS BETWEEN 59° F AND 69° F. RESULTS MAY VARY BASED ON SATURATION LEVEL, TEMPERATURE, CLIMATE AND OVERALL BODY TEMPERATURE.

## **QUESTION 17**

**CAN I REACTIVATE THE ENDURACOOl™ FABRIC?**

THE COOLING EFFECTS WILL LAST FOR HOURS, AND ARE EASILY REACTIVATED BY SIMPLY REWETTING THE FABRIC, AND RE-SNAPPING.

## **QUESTION 18**

**WHILE EXERCISING, WHY DOESN'T THE ENDURACOOl™ FABRIC STAY AS COOL AS WHEN ORIGINALLY ACTIVATED?**

WHEN YOU EXERCISE, YOUR BODY SENDS WARM BLOOD NEAR THE SURFACE OF YOUR SKIN TO HELP KEEP YOUR TOTAL BODY TEMPERATURE COOL. THE HARDER YOU WORK, THE HARDER THE TOWEL NEEDS TO WORK TO HELP YOU FEEL COOLER. BY FOLLOWING THE 3-STEP ACTIVATION, THE FABRIC'S TEMPERATURE STAYS COOLER THAN YOUR SKIN TEMPERATURE AND KEEPS WORKING FOR YOU.

## **QUESTION 19**

**DOES THE ENDURACOOl™ TOWEL HAVE ANY OTHER USES BESIDES COOLING?**

YES, WHEN NOT ACTIVATED FOR COOLING THE ENDURACOOl™ TOWEL WIPES AWAY WATER AND SWEAT, PROVIDING A GREAT WAY TO KEEP DRY DURING AN INTENSE WORKOUT.