



**2022 PRODUCT
CATALOGUE**

TTHAW[®]
PERSONAL WARMTH REINVENTED™



The world's gone a little soft on cold. But staying in or bundling up in fuzzy mittens is not for people like us. We aren't intimidated by arctic temps because we believe there is a better way to deal with cold. In fact, we are comfortable making others feel uncomfortable about their layers of puff and fluff. We do things differently.

WE ARE

**HARDWIRED
TO BE WARM**



CONSUMER MOTIVATION

THAW consumers are driven to change what is not working by finding better and smarter solutions. Our consumers embrace technology to get what they want and need. They want and need to get outside...either because they want to be active, enjoy time with family and friends, or because their jobs demand it. Remaining true to who they are sometimes means changing their environment when it provides a possible roadblock.

THAW CONSUMERS WANT TO:

CHANGE OLD WAYS

Our consumers recognize a need for change and are willing to adopt new technology and solutions to get what they want.

BE COMFORTABLE

Our consumers want to and need to get outside. They need warmth and comfort in uncomfortable temperatures.

STAY ACTIVE

Our Consumers want to be active all year round, not just when the weather abides. Being active is core to who they are.

SAVOR THE MOMENT

Our consumers don't want to miss important moments with family and friends. They want to be involved.

BE PRODUCTIVE

Our consumers need to get things done. They cannot take the time to worry about the cold.



CORE TARGET DEMOGRAPHICS

PARTICIPANT: MOTIVATED TO BE ACTIVE

THE SPORTSMAN

35.9 MM



Participated in past 12 months:
Fresh water or saltwater fishing,
hunting with bow and arrow or gun

WINTER SPORTS ADDICT

15.8 MM



Participated in past 12 months:
Hockey, skiing (downhill or CC),
snowboarding, snowmobiling, skating

SPECTATOR: MOTIVATED TO SAVOR THE MOMENT

SIDELINE WARRIORS

9.7 MM



Kids 0-17 present in HH AND watched in past 12 months: Winter Extreme Sports, Figure skating, College Football, NFL (weekday or weekend), High School Sports, NHL Ice Hockey, Soccer

WORKER: MOTIVATED TO BE PRODUCTIVE

FRONTLINERS

20.2 MM



Hospital, Medical, Healthcare Practitioner and Technical Occupations, Healthcare Support Occupations, Police and Fire Protective Service

TIRELESS TRADESMEN

29.5 MM



Building/Grounds Cleaning and Maintenance, Farming, Fishing, and Forestry, Construction, Maintenance/Extraction, Installation, Maintenance, and Repair, Transportation/ Material Moving, Natural Resources



WE BELIEVE

We are meant to be outdoors — no matter how cold

Layers — like excuses — keep us from meaningful experiences

Taking a hard approach to handling the cold is the best way to warm things up

You get out of life what you put into it

WE VALUE

EXPLORATION / The freedom to get out and seek new adventures

STANDING OUT(SIDE) / Challenging the status quo to find a better way to be outdoors

COURAGE / The audacity to take risks

TAKING THE UPPER HAND / Embracing new technology to edge out old solutions

WE EXIST TO

DISRUPT THE FLUFF

WE DELIVER

RADICAL WAYS TO WARM

DISPOSABLE WARMERS





DISPOSABLE HAND WARMERS

At THAW, we DISRUPT THE FLUFF.

Don't "Bundle Up"....."Bundle Off" with our disposable hand and foot warmers. Our unique chemistry compound makes our disposable warmers last longer than others. When opened, air reacts to the ingredients inside the pouch to create a safe and long lasting heat so you can get on with your outdoor activities. Use them all day then dispose of them easily. Don't let cold stand in your way.



2 DISPOSABLE SMALL HAND WARMERS

FEATURES

- Twin pack
- 10+ hours of safe natural heat
- Warms to 124°F / 51°C
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life



EAN CODE	ITEM	RRP	OUTER	INNER (DISPLAY)
5060063229447	THA-HND-0005-G	£0.99	240 PCS	40 PCS



DISPOSABLE LARGE HAND WARMER

FEATURES

- 20+ hours of safe natural heat
- Warms to 124°F / 51°C
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life



EAN CODE	ITEM	RRP	OUTER	INNER (DISPLAY)
5060063229454	THA-HND-0007-G	£1.29	240 PCS	40 PCS



THIAM
SMALL
READY TO USE

2 HAND WARMERS

10+ HOURS OF HEAT
AIR-ACTIVATED
ERGONOMIC DESIGN



DISPOSABLE FOOT WARMERS

At THAW, we DISRUPT THE FLUFF.

Don't "Bundle Up"....."Bundle Off" with our disposable hand and foot warmers. Our unique chemistry compound makes our disposable warmers last longer than others. When opened, air reacts to the ingredients inside the pouch to create a safe and long lasting heat so you can get on with your outdoor activities. Use them all day then dispose of them easily. Don't let cold stand in your way.



2 DISPOSABLE TOE WARMERS

FEATURES

- Twin pack
- 7+ hours of safe natural heat
- Warms to 135°F / 57°C
- Adhesive backing keeps in place
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life



EAN CODE	ITEM	RRP	OUTER	INNER (DISPLAY)
5060063229492	THA-FOT-0004-G	£1.49	320 PCS	40 PCS



2 DISPOSABLE FOOT WARMERS

FEATURES

- Twin pack
- 7+ hours of safe natural heat
- Warms to 104°F / 40°C
- Adhesive backing keeps in place
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life



EAN CODE	ITEM	RRP	OUTER	INNER (DISPLAY)
5060063229461	THA-FOT-0003-G	£1.99	90 PCS	30 PCS





DISPOSABLES OVERVIEW



SMALL HAND WARMERS

FEATURES

- Twin pack
- 10+ hours of safe natural heat
- Warms to 124°F / 51°C
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life

ITEM: **THA-HND-0005-G**
 EAN: **5060063229447**
 RRP: **£0.99**
 OUTER: **240 PCS**
 INNER (DISPLAY): **40 PCS**



LARGE HAND WARMER

FEATURES

- 20+ hours of safe natural heat
- Warms to 124°F / 51°C
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life

ITEM: **THA-HND-0007-G**
 EAN: **5060063229454**
 RRP: **£1.29**
 OUTER: **240 PCS**
 INNER (DISPLAY): **40 PCS**



TOE WARMERS

FEATURES

- Twin pack
- 7+ hours of safe natural heat
- Warms to 135°F / 57°C
- Adhesive backing
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life

ITEM: **THA-FOT-0004-G**
 EAN: **5060063229492**
 RRP: **£1.49**
 OUTER: **320 PCS**
 INNER (DISPLAY): **40 PCS**



FOOT WARMERS

FEATURES

- 7+ hours of safe natural heat
- Warms to 104°F / 40°C
- Adhesive backing
- Air-activated
- Odourless
- Ready-to-use
- Long lasting
- TSA approved
- 3 year shelf life

ITEM: **THA-FOT-0003-G**
 EAN: **5060063229461**
 RRP: **£1.99**
 OUTER: **90 PCS**
 INNER (DISPLAY): **30 PCS**



RECHARGEABLE WARMERS





RECHARGEABLE HAND WARMERS

Don't let the cold stand in your way.

“Charge Up” and “Warm Up” with our rechargeable hand warmers. Our rechargeable warmers provide long-lasting heat so you can get on with your outdoor activities. The cold can zap more than just your energy, luckily our rechargeable products also serve as power banks to charge your USB powered devices.



DUAL PURPOSE POWER BANK + SMALL RECHARGEABLE HAND WARMER

FEATURES

- USB-C Rechargeable (cable included)
- Warms to (140°F / 60°C)
- 3 Modes
- 10 Hour Run Time
- Memory Recall
- Smart Power Control
- Power Bank
- Battery / Charging Indicator



EAN CODE	ITEM	RRP	OUTER	INNER
5060063229478	THA-HND-0017-G	£29.99	12 PCS	6 PCS



DUAL PURPOSE POWER BANK + LARGE RECHARGEABLE HAND WARMER

FEATURES

- USB-C Rechargeable (cable included)
- Warms to (140°F / 60°C)
- 3 Modes
- 17 Hour Run Time
- Memory Recall
- Smart Power Control
- Power Bank
- Battery / Charging Indicator



EAN CODE	ITEM	RRP	OUTER	INNER
5060063229508	THA-HND-0013-G	£39.99	12 PCS	6 PCS





RECHARGEABLE SEATPADS

Your outdoor activities just got a lot more enjoyable with our Rechargeable Heated Seatpads. Comfortable enough for any season, our seatpads offer USB connectivity to keep your seat nice and warm in the cold weather.

Sit down, relax and enjoy the outdoors in comfort and warmth.



HEATED SEATPAD WITHOUT BATTERY

FEATURES

- Rechargeable
- Warms to (136°F / 58°C)
- 3 Modes
- Tough Nylon Construction
- Heat-Retaining Insulation
- Battery / Charging Indicator

ACCESSORIES

- USB Charging Cable

EAN CODE	ITEM	RRP	OUTER	INNER
5060063229485	THA-BOD-1000-G	£39.99	6 PCS	6 PCS



RECHARGEABLE HEATED SEATPAD WITH BATTERY

FEATURES

- Rechargeable
- Warms to (136°F / 58°C)
- 3 Modes
- Tough Nylon Construction
- Heat-Retaining Insulation
- Battery / Charging Indicator

ACCESSORIES

- 10,000mAh Battery
- USB Charging Cable

EAN CODE	ITEM	RRP	OUTER	INNER
5060063229553	THA-BOD-0015-G	£79.99	6 PCS	6 PCS





RECHARGEABLES OVERVIEW

BESPOKE FLOOR DISPLAY

ITEM: THA-DSP-0001-G
EAN: 5060063229560
CASE: 1 PIECE



SMALL HAND WARMER + POWER BANK

FEATURES

- 3 heat settings
- USB-C rechargeable
- Power bank
- Warms to 140°F / 60°C
- Memory Recall
- Smart Power Control
- Battery / charging indicator

ITEM: THA-HND-0017-G
EAN: 5060063229478
RRP: £29.99
OUTER: 12 PIECES
INNER: 6 PIECES



LARGE HAND WARMER + POWER BANK

FEATURES

- 3 heat settings
- USB-C rechargeable
- Power bank
- Warms to 140°F / 60°C
- Memory Recall
- Smart Power Control
- Battery / charging indicator

ITEM: THA-HND-0013-G
EAN: 5060063229508
RRP: £39.99
OUTER: 12 PIECES
INNER: 6 PIECES



HEATED SEAT PAD WITHOUT BATTERY

FEATURES

- 3 heat settings
- Rechargeable
- Warms to 136°F / 58°C
- Tough nylon construction
- Heat-retaining insulation
- Battery / charging indicator

ITEM: THA-B00-1000-G
EAN: 5060063229485
RRP: £39.99
OUTER: 6 PIECES
INNER: 6 PIECES



HEATED SEAT PAD WITH BATTERY

FEATURES

- 3 heat settings
- Rechargeable
- Power bank
- Warms to 136°F / 58°C
- Tough nylon construction
- Heat-retaining insulation
- Battery / charging indicator

ITEM: THA-B00-0015-G
EAN: 5060063229553
RRP: £79.99
OUTER: 6 PIECES
INNER: 6 PIECES



THAW GEAR APP

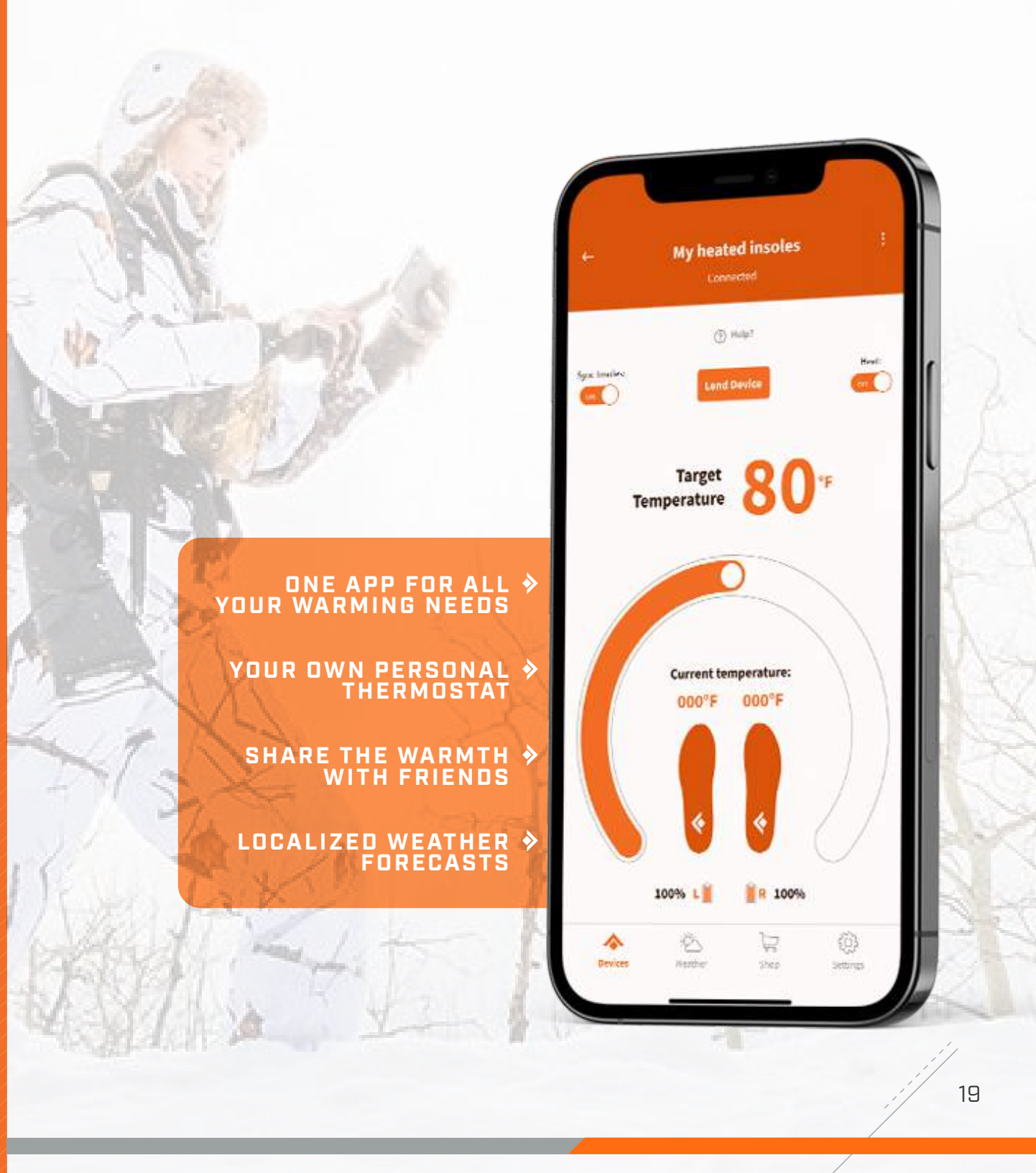




CUSTOMIZE YOUR COMFORT

The industry leading THAW Gear app provides precision control over Bluetooth enabled THAW smart heating devices. With complete temperature control, battery status reporting, device warranty information, weather reports, and reminder notifications, you'll have no trouble staying warm in the cold. The lending feature even makes sharing your THAW smart devices with friends a breeze.

The THAW Gear app will be available soon on both the iOS App Store as well as the Google Play Store with THAW Bluetooth enabled smart devices hitting store shelves in 2022.



**ONE APP FOR ALL
YOUR WARMING NEEDS** ▶

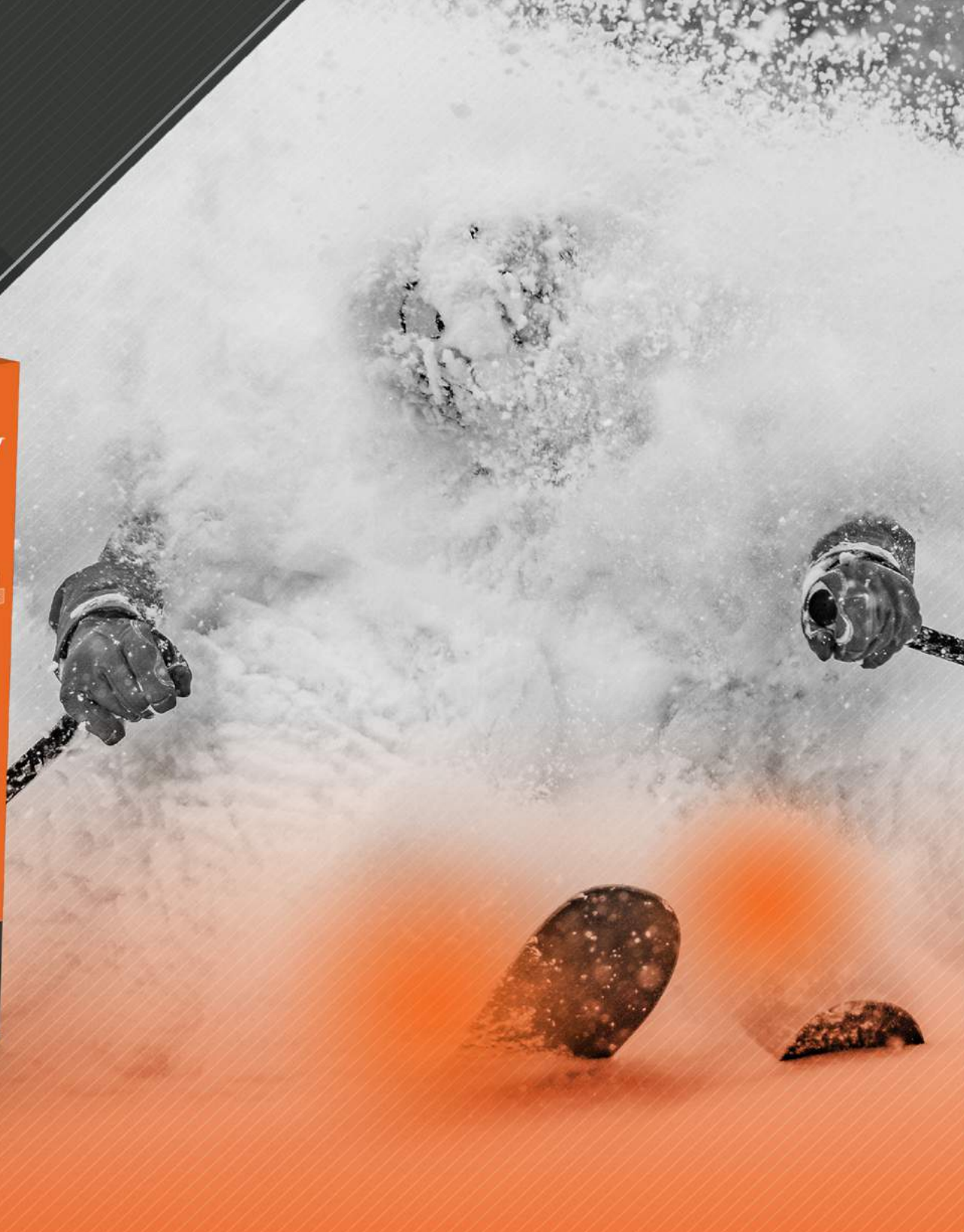
**YOUR OWN PERSONAL
THERMOSTAT** ▶

**SHARE THE WARMTH
WITH FRIENDS** ▶

**LOCALIZED WEATHER
FORECASTS** ▶

▶ BLUETOOTH[®]
ENABLED
PRODUCTS

WINTER '23





BLUETOOTH® HEATED INSOLES

Elegantly designed to operate and manage all of your THAW warming gear, our simple app interface enables you to set and adjust temperatures directly from your mobile device via Bluetooth® connection. Available for Android and iOS platforms, the THAW app also monitors battery life, streams weather forecasts and allows you to share devices with friends.

Staying warm has never been so easy.



BLUETOOTH™ ENABLED RECHARGEABLE HEATED INSOLES (S)

FEATURES

- Rechargeable (dual-charging cable included)
- Bluetooth® Enabled
- Warms to (122°F / 50°C)
- 4 Modes
- 6 Hour Run Time
- 4-Way Flexible Construction
- Breathable Foam Padding
- Trim-to-Fit (M: 5.5-7 / W: 6.5-8)
- Recessed Charging Port



EAN CODE	ITEM	OUTER	INNER (DISPLAY)
5060063229515	THA-FOT-1004-G	TBC	TBC



BLUETOOTH™ ENABLED RECHARGEABLE HEATED INSOLES (M)

FEATURES

- Rechargeable (dual-charging cable included)
- Bluetooth® Enabled
- Warms to (122°F / 50°C)
- 4 Modes
- 6 Hour Run Time
- 4-Way Flexible Construction
- Breathable Foam Padding
- Trim-to-Fit (M: 7.5-9 / W: 8.5-10)
- Recessed Charging Port



EAN CODE	ITEM	OUTER	INNER (DISPLAY)
5060063229522	THA-FOT-0016-G	TBC	TBC



BLUETOOTH® HEATED INSOLES

Elegantly designed to operate and manage all of your THAW warming gear, our simple app interface enables you to set and adjust temperatures directly from your mobile device via Bluetooth® connection. Available for Android and iOS platforms, the THAW app also monitors battery life, streams weather forecasts and allows you to share devices with friends.

Staying warm has never been so easy.



BLUETOOTH™ ENABLED RECHARGEABLE HEATED INSOLES (L)

FEATURES

- Rechargeable (dual-charging cable included)
- Bluetooth® Enabled
- Warms to (122°F / 50°C)
- 4 Modes
- 6 Hour Run Time
- 4-Way Flexible Construction
- Breathable Foam Padding
- Trim-to-Fit (M: 9.5-11 / W: 10.5-12)
- Recessed Charging Port



EAN CODE	ITEM	OUTER	INNER (DISPLAY)
5060063229539	THA-FOT-1003-G	TBC	TBC



BLUETOOTH™ ENABLED RECHARGEABLE HEATED INSOLES (XL)

FEATURES

- Rechargeable (dual-charging cable included)
- Bluetooth® Enabled
- Warms to (122°F / 50°C)
- 4 Modes
- 6 Hour Run Time
- 4-Way Flexible Construction
- Breathable Foam Padding
- Trim-to-Fit (M: 11.5-13 / W: 12.5-14)
- Recessed Charging Port



EAN CODE	ITEM	OUTER	INNER (DISPLAY)
5060063229546	THA-FOT-1001-G	TBC	TBC

» BLUETOOTH®
PRODUCTS
LAUNCHING
WINTER '23



THAW®