

INTRODUCING THE ICEPLATE

COOLING + HYDRATION + PROTECTION



QOREPERFORMANCE.COM/ICEPLATE
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FOR IMMEDIATE RELEASE:

Introducing the IcePlate: The revolutionary water bottle that helps stop bullets.

Fairfax, VA; July 12, 2016 - Qore Performance has invented a water bottle that helps shield military and law enforcement personnel from both bullets and the summer heat. With a 50 ounce capacity, impact protection, and the unmatched cooling power of ice water, it's about to become the new standard for body armor users.

Both globally and domestically our soldiers and law enforcement personnel are now required to wear body armor at all times, however wearers are faced with two significant problems.

"Body armor can create discomfort for an officer through heat buildup under the armor, thereby causing him or her to discontinue its use," states a 2012 Government Accountability Office report on Body Armor, while "complaints about body armor heat buildup are not restricted to officers in hot climates, [as] officers in temperate climates also report experiencing discomfort from heat."

In addition, a Department of Justice Investigation showed that "[Even when soft body armor] successfully contains the round, it does not always effectively dissipate the energy enough to prevent large amounts of vest deformation at the area of impact." The DOJ found that "open, penetrating wounds [can] occur even though the bullet does not penetrate the vest."

The IcePlate solves both of these problems. By repurposing and repositioning the water soldiers and police officers are already carrying, the IcePlate keeps users safer, cooler, and more hydrated while also adding an additional layer of protective capability to significantly prevent backface deformation when worn behind body armor.

Charged in the freezer overnight, IcePlate begins to work immediately when you slide it behind armor, and as body heat melts the ice, wearers stay cool and can drink ice-cold water on demand. The thermo-polymer shell makes it not only extremely durable, but also incredibly lightweight.

Doug Burr, Qore's director of business development says, "There are products that hydrate, that cool, and that give you impact protection. But one product that can do all three is unheard of, and is going to save a lot of lives."

To show the incredible ballistic capabilities, Qore Performance followed NIJ Standard-0101.06 protocol to test body armor both with and without the IcePlate behind it. The IcePlate significantly reduced backface deformation of a clay backplate when behind armor, meaning significantly reduced injury risk for a body armor and IcePlate user.

The IcePlate is Made in the USA, is reusable, and dishwasher safe. It is being released to Law Enforcement and Military users this week.

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ABOUT QORE PERFORMANCE



Qore Performance is actively enhancing human performance and safety with wearable technology for athletes and tactical users. Our solutions were born out of a critical need identified by our co-founder to improve performance and safety while working as a sworn law enforcement officer.

For athletes, we developed the first ever apparel that increases performance by actively boosting hydration while you work out, keeping athletes in the action and performing their best. Our proprietary Wearable Hydration Technology (WHT) extracts heat from the body at the pulse points, reducing thermal stress and the amount of heat the body needs to offload through sweating and aspiration. WHT is used by athletes in the NFL and MLB in addition to being worn by some of the fastest young sprinters in the world.

IcePlate, our newest innovation, is engineered for users wearing body armor. Designed in response to requests from end users across the tactical spectrum, IcePlate is a lightweight and intuitive water bottle that cools, hydrates and protects body armor wearers by efficiently repurposing the water they are already carrying. Designed to fit securely under either hard or soft armor, IcePlate keeps users safer, cooler, and more hydrated while also adding an additional layer of protective capability to significantly prevent backface deformation when worn behind body armor.

INTRODUCING

THE ICEPLATE

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FILL → FREEZE → WEAR

TECH SPECS

- * 70+ WATTS OF COOLING PER ICEPLATE WHEN FILLED WITH FROZEN WATER
(FRONT + BACK = 140+ WATTS, WITH 2-4 HOURS OF CONDUCTIVE COOLING)
- * 50+ OZ. LIQUID CAPACITY PER ICEPLATE
- * FREEZES IN 6-8 HOURS IN STANDARD HOME FREEZER
- * STACKING PROVIDES 30%+ VOLUMETRIC EFFICIENCY OVER BOTTLED WATER
- * OPTIMIZED FIT FOR YETI TUNDRA 65 COOLER (20 ICEPLATES)
- * MEASURES 10" X 12" TO MIMIC SAPI PLATE PROFILE
- * REDUCES BACKFACE DEFORMATION PER PROTOCOL IN NIJ TEST 0101.06

DESIGN FEATURES

- * REUSABLE, REFILLABLE AND RECYCLABLE
- * NEARLY UNBREAKABLE HIGH DENSITY THERMOPOLYMER SHELL
- * DISHWASHER SAFE
- * SCREW TOP FOR EASY FILLING AND ADDITION OF HYDRATION TABLETS
- * STRAP LOOPS ALLOW ICEPLATE TO BE WORN WITH OR WITHOUT BODY ARMOR
- * ASYMMETRIC LOW POINT DRAIN MAKES 100% OF LIQUID DRINKABLE
- * EXTERNAL CONDENSATION PROVIDES ADDITIONAL EVAPORATIVE COOLING
- * KEEPS USERS WARM IN COLD CLIMATES WHEN FILLED WITH WARM/HOT WATER



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MADE IN USA