

Press Kit:

Torch is a battery operated heater designed to fit seamlessly inside any style coat with the ability to easily be transferred from one coat to another. It's time to take back the winter.



Be Warm and Happy

Perfectly control your body temperature. Forget the cold and give yourself the warmth you deserve. Evoke confidence as Torch radiates heat through your core. Now Smile.

Enjoy the Benefits of Heat

Heating your body's core is the foundation to keeping your hands and feet warm. Experience increased blood flow to all your extremities leaving you warm and comfortable. This increased blood flow will also increase your muscle performance, efficiency and flexibility; all while decreasing stiffness, sensitivity and the likelihood of injury. A Winter Athletes Dream Come True!!

Achieve Your Goals

Sometimes you need to abandon the status quo and think differently in order to inspire the positive change you need to achieve your goals. If the cold has ever stopped you from doing something, Torch is for you. Torch is a new and innovative way to stay warm that will keep you one step ahead of the competition.

Do what you Love

Take control of your life and spend more time doing what you love. Go outdoors with confidence, knowing you are prepared for anything. Live your life without the weather restrictions and enjoy the beauty of winter. Torch will keep you prepared for any occasion, any adventure, and any activity. Don't be left out in the cold without Torch!

Who is Torch For?

Snowboarding • Skiing • Hunting • Fishing • Ice Fishing • Climbing • Hiking • Motorcycling •
Snowmobiling • Camping • Sporting Events • Hockey • Anyone that hates the Cold

Torch is available for sale on our [Website](#), [Amazon Launchpad](#), [The Warming Store](#) and [Indiegogo](#).

Press Assets: [Video](#) and [Photos](#)

Simple Installation Done in Seconds

Simply peel and stick 3 Velcro pads into your coat, then place Torch in your coat. Torch makes it that easy to transform the coat you already own into a heated coat. Each Torch kit comes with 3 installation kits so you can immediately use Torch with 3 of your favorite coats. Talk about an upgrade!

Pass the Torch

What makes Torch so extraordinary is how versatile it is. Torch can universally be used with all of your coats and then transferred from coat to coat. You only need one Torch to use with all of your coats. Install Torch in any style coat, men and women's, for any occasion.

Control the Temperature

Torch comes with a rechargeable 7.4v lithium ion battery, with 4 heat settings that make it easy to control your temperature. Torch radiates heat for up to 5 hours (5 hours on high, 2 hours on low) and is good for 500 cycles.

Safe · Simple · Durable · Effective

Torch is extremely compact, made up of 3 thin, lightweight, yet durable heat pads that wrap around your body's core. Torch efficiently transfers heat to your core via 3 heat pads, one located on your back and two on your chest. The innovative design of Torch makes it easy to use, simply place Torch in your coat and turn it on with the push of a button. Keep warm in confidence knowing we went the extra mile to provide you a safe product that will last through all your rough housing.



Details:

Torch is a battery operated heater that sticks to the inside of any style coat and provides up to 5 hours of warmth, keeping you nice and toasty in the harshest conditions.

Battery: Torch is powered by a rechargeable 7.4 v 2600mah lithium ion battery. Torch offers 4 heat settings to choose from and can last up to 5 hours. The battery is good for up to 500 cycles.

Heat Pads: Torch is a series of 3 very thin heat pads that stick in your coat and provide heat. The heating elements are comprised of an extremely thin nickel-chromium metal alloy wire that radiates heat as a current is passed through them. This type of alloy wire is extremely efficient at transferring heat and is very durable, especially under repeated heating and cooling cycles.

Installation Kits: The installation kits are made up of 3 adhesive backed Velcro pads that make installation a cinch. The Velcro allows Torch to easily be removed from a coat and placed in a different coat. Each Torch kit comes with 3 installation kits so you can use Torch with 3 of your favorite coats.

About Friction Gear Co.

At Friction Gear Co. we believe in safe, quality and purpose driven solutions aimed at enhancing the experiences we cherish. We love the winter and everything the season offers, so we innovated and reinvented our gear to subdue the cold. The memories of our adventures are no longer cluttered by thoughts of the cold and we remember only one thing- the great time we had.

How did we come up with the idea for Torch?

I have always disliked the cold, but absolutely loved all the adventures the winter season provided, especially snowboarding. One winter I was venturing to Northern Michigan and in an attempt to beat the cold I began shopping for battery heated coats. I never ended up buying a heated coat because I couldn't afford most options and I couldn't find the style I was looking for. In fact, I loved the coat I had, I was just hoping to find some sort of heater to put in my coat. To my surprise, nothing like that existed.

What makes Torch special?

Torch is special because you can put it in any style coat and transfer it from coat to coat. I have put my Torch in my suit coat, pea coat, snowboarding coat, down jacket and even an outer-shell. The versatility is unmatched and Torch can literally accompany anyone on any adventure no matter what they decide to wear. In fact, Torch will be accompanying a climber to the summit of Everest, a motorcycle enthusiast on a journey from South America to Alaska, and will also be worn by a couple professional snowboarders this season.

What has been the best part of your startup experience?

The crowdfunding experience was amazing and so much fun. We had some very amazing people back our project and offer some very useful insight into our project. We are forever grateful to the backers of Torch.