



COOL IT[®]
Thermo Tec



Survival of the Fittest

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Heat from exhausts and other components in a racecar have a great impact on the car, the driver, and anyone who maintains the vehicle. Some modifications need to be made on the track. If it's too hot the mechanic can get burned. They do not have time to let the engine cool. The car loses performance.

If only there was a way to do all the things needed to do without the risk of getting burned. Would this also create better performance of the car itself? Simply, yes. Enter Thermo Tec.

Solution through Creativity

Jim White became tired of the risk he and his fellow racers had of being burned during each race. He sought out a way for racers to be more protected. There had to be a better way than the expensive options on the market.

With research he developed a more reasonably priced option than what was on the market at the time. Thermo Tec header wrap. This custom made tape withstood 2000° F and racing applications. The combination of a high silica material with a heat conductive coating became the foundation for Thermo Tec's future Products. With 40 years of racing experience, White has brought performance, safety and comfort to his sport and many additional markets. Now, Thermo Tec has over 42 products and 180 part numbers.

"They either control heat dissipation or reflect heat away from parts and components in an unlimited number of applications," said Jim Henderson, Sales and Marketing Manager. "Currently they are used in every form of motorsports. But Thermo Tec's products can also be found in military applications, off road, aircraft, restoration, industrial, and motorcycle markets."

Reigning in the Power

With today's more powerful engines, there is always a need for thermal heat control products. To create additional horsepower, increase fuel efficiency, protect sensitive parts, or just improving driver comfort.

More and more enthusiasts are learning the full benefits of heat suppression products. Henderson noted, "The cost of these products is very minimal compared to the positive results that can be achieved immediately.

"Because of the universal nature of our products and the four basic categories exhaust insulating, heat protection, heat barriers, and acoustical control there is no set market where the products are most beneficial. It depends on the particular problem.

"Our acoustical control products," continued Henderson, "espe-

cially in the restoration market are designed to reduce the amount of heat and noise coming inside the vehicle, making the riders much more comfortable.”

These products are designed to go into floorboards, trunks, doors, roofs firewalls, or anywhere to circumvent excessive heat and noise. More and more retiring boomers are turning to restoring and showing as a hobby. Good Guys, National Street Rod Association, and small town weekend events are some evidence to the craze.

Survival of the Fittest

Thermo Tec started out in the racing market, but since the original product, the business expanded to multiple industries.

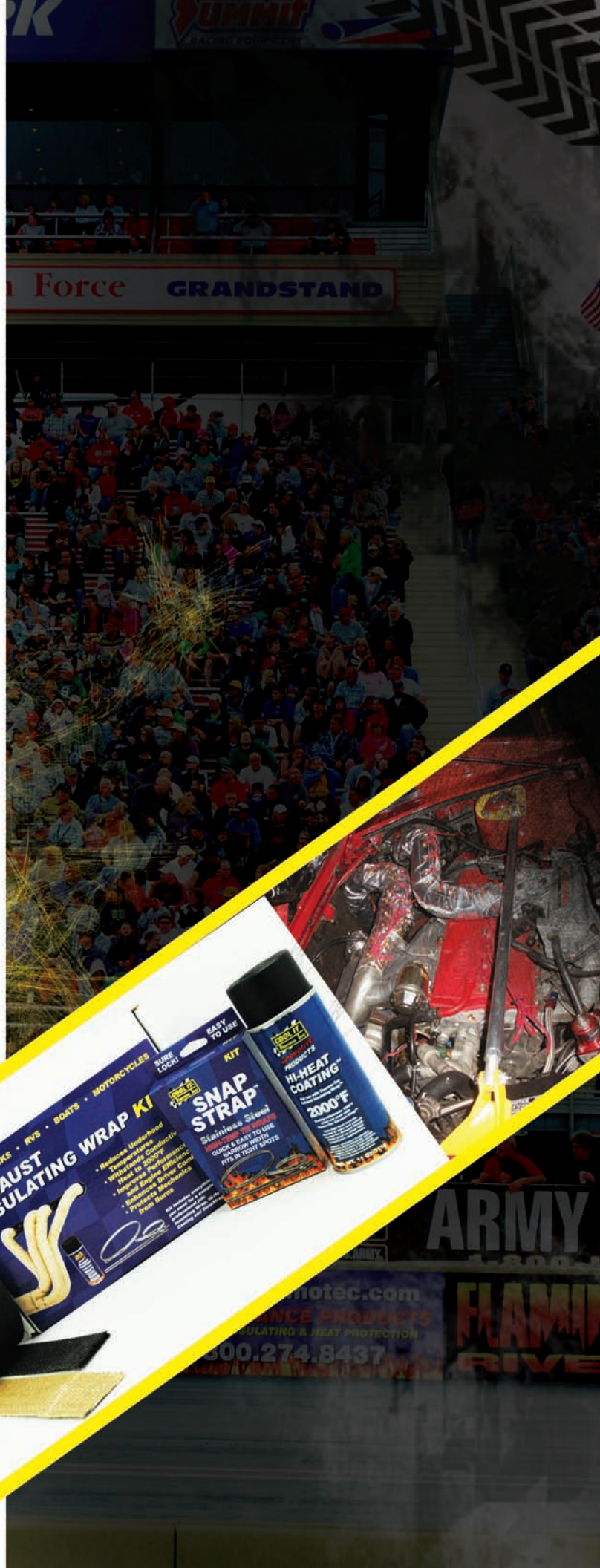
The company’s products have even performed well in a tough economy, showing consistent growth when other businesses have faltered. Reason being the products are inexpensive and solve the problem. Also the company has continued its strong promotional and advertising programs to help its distribution sell products.

More horsepower, improved engine efficiency, better fuel consumption, longer lasting sensitive parts, reduced under hood temperatures, cooler, quieter, and more comfortable rides. These produce a substantial savings.

Commented Henderson, “Our customer benefit when our products reduce under hood temperatures significantly, sensitive parts and lines are protected from radiant heat’s harmful effects, engine efficiency and fuel consumption improve, the ride inside is cooler and quieter, when there are things you can do to control engine heat, when heat control problems are solved, when they know they have purchased a quality product that does the job.

“Based on our consistent growth and with engines not getting any quieter or cooler, there is going to be a need for thermal control products for quite some time. We have to keep developing products and materials to meet that need.

“Heat is always going to be an ever increasing problem, Henderson continued. “Drivers are quickly realizing-



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ing the benefits and need for a good heat management program.” By keeping the driver as cool as possible, he is more focused and less fatigued in any environment or market. “By protecting sensitive parts and driving exhaust heat out of the engine, it’s a no brainer. The cost of these products is very inexpensive and simple to install.”

Testimonials

“Customers feel we are an easy company to deal with. We have quality products with no warranty issues, universal products, strong advertising programs to help our distribution, quick shipping, and great packaging to help sell products.

“We provide a service to our customer base. We provide simple, inexpensive solutions to everyday heat and acoustical problems. Racers and enthusiasts are realizing there is something you can do about these heat management issues.

“Our biggest strength is our number of years in the industry. When our distribution thinks of Thermo Tec, they think of a company that sells a quality product, takes care of its customers, and has very few issues.

Mark Cornelius of Team C Performance in California commented, “Thermo Tec’s customer service is excellent. The products get shipped out right away and they give us a lot of leads from jobs or accounts. We’re very happy.

“They have top of the line products, excellent stuff. Our customers are happy with it. Never any come back issues on anything. It does exactly what it’s meant to do: it keeps the heat off the starters and keeps the inner heat off the electrical wiring.”

Promoting Safety

With Thermo Tec’s vast product line it can reduce the risks drivers see with engine heat. The company’s mission has always been to use research, experience, and innovation to provide a quality product to its customers.

“Thermo Tec’s goal is to exceed our customers’ expectations in solving the ever pressing destructive nature of exhaust heat. This mission is the fuel that drives us to continue to create and develop the best possible solutions with quality, proven products,” Henderson noted.

More information on Thermo Tec’s product line can be found on www.thermotec.com/ or by calling Toll free 800-274-8437