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CSE 300

20 April 2017

Heacket is a Revolutionary Heated Jacket That'll Keep You Warm No Matter the Weather

Heacket is equipped with three heated zones, controlled by a strong, flexible heated panel, and protected by a wind and rain resistant outer layer.

SHENZHEN, CHINA, February 18, 2017, Meltpartners today announces the debut of its first commercial product, the Heacket heated jacket. Designed with durability in mind, Heacket is strong enough to keep you warm no matter the weather. Powered by a flexible heated panel, and protected by a wind and rain resistant outer layer, Heacket allows you to cut down layers while keeping you comfortable.

“One of the things I studied [at The University of Minnesota] — where the winters are very cold — is heat transfer,” as explained by Owen Zhang, marketing director of Meltpartners. “We wanted to do something unique with the fabrication, because a heated jacket is not a new concept But most heated jackets are not durable; most use metal heating wires which are fragile and easy to break. Our Heacket team patented a technique using a soft, carbon-based warming fabric If you soak it in water, you can still turn on the heating panel. Most jackets cannot do that. You can treat it roughly — you can even use scissors to cut the panel while it's on and it will still work.”

Heacket was first introduced as a project on Indiegogo, a crowdfunding website, in December 2016. In just two short months, the project gained the support of almost 2,000 backers, raising more than \$286,000, which is nearly 3000% of its original goal of \$10,000. Heacket was praised by both the technology and fashion industries, featuring in BuzzFeed Style, Highsnobiety, Digital Trends, Technabob, and other such news sources. The wait is now over as Heacket has become a completed product with 3 different color options to choose from.

Inside Heacket are three heating zones made from carbon-based soft warming (CSW) fabric. This technology, unlike the traditional metal heating wires, are flexible enough to support an active outdoor lifestyle. Heacket is also waterproof, which not only means it can protect and keep you warm in the rain, but it can also be thrown in a washing machine like a traditional jacket. Proud and confident in its durable product, Meltpartners has shown the Heacket heat panel still working while being run over by a car, having segments of the technology cut off, and being submerged underwater. Saying that Heacket is durable is a humble understatement.

Weighing in at only 1.5 lbs., Heacket can actively keep you warm for up to 6 hours. It has 4 temperature range controls, and can heat up to 135°F. It takes Heacket just 3 seconds to heat up to ideal temperatures so you'll never be left waiting in the cold.

Gone are the days of double layering for biking, jogging, or skiing in frigid temperatures. Simply throw on Heacket, turn on the heating controls, and comfortably enjoy the rest of your day outdoors.

About Meltpartners

Meltpartners is a technology association focusing on applying the latest technology to casual outdoor wear. Founded in 2014, Meltpartners quickly gained popularity from the release of its first revolutionary product, the Heacket heated jacket.

Marketing Director: Owen Zhang, contact at owenz@meltpartners.com

Website: https://www.facebook.com/Heacket-1732669490394210/?skip_nax_wizard=true

Works Cited

- Garced, Kristi. "Heacket, 'World's Most Durable Heated Jacket,' Readies for Launch." *WWD*. Penske Media Corporation, 23 Dec. 2016. Web. 15 Apr. 2017.
- "Heacket: The Best All-Season Heated Jacket." *Indiegogo*. Indiegogo, Inc., 19 Dec. 2016. Web. 15 Apr. 2017.