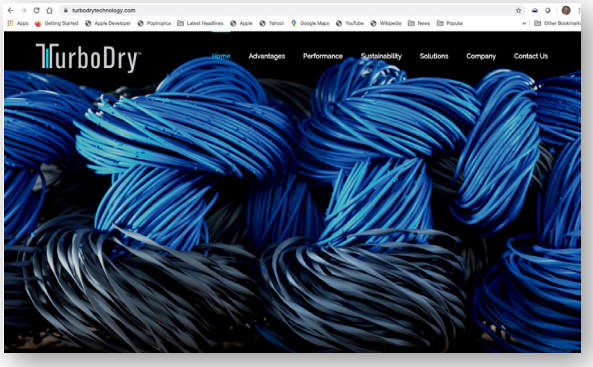
TurboDry™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TurboDry™ - The next revolution in drying tech...
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a product of NEXTEX
The next revolution in drying technology.

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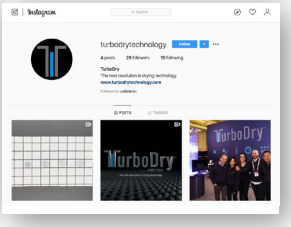
What an amazing week @OutdoorRetailer! Thank you to everyone who stopped by our booth to celebrate our launch - we had a great time meeting so many wonderful people! If you didn't get a chance to make it to the show, be sure to check out our website to learn more about TurboDry!

TurboDry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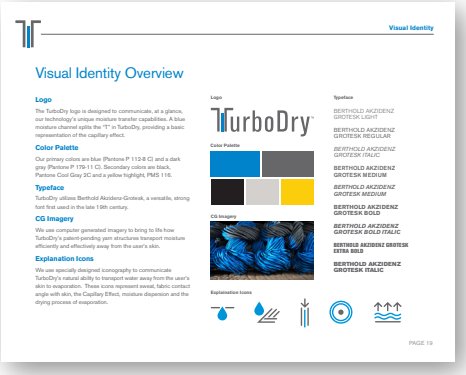
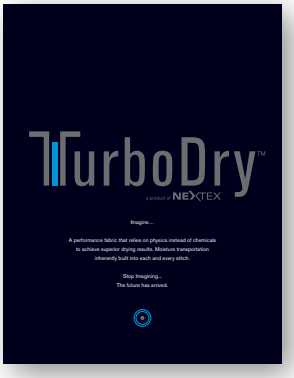
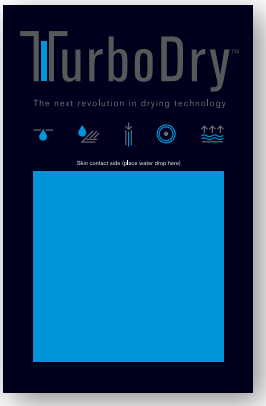

Visual Identity
Visual Identity Overview
Logo
The TurboDry logo is designed to communicate, at a glance, our technology's unique moisture transfer capabilities. A blue moisture channel splits the "T" in TurboDry, providing a basic representation of the capillary effect.
Color Palette
Our primary colors are blue (Pantone P 112-8 C) and a dark gray (Pantone P 179-11 C). Secondary colors are black, Pantone Cool Gray 2C and a yellow highlight, PMS 116.
Typeface
TurboDry utilizes Berthold Akzidenz-Grotesk, a versatile, strong font first used in the late 19th century.
CG Imagery
We use computer generated imagery to bring to life how TurboDry's patent-pending yarn structures transport moisture efficiently and effectively away from the user's skin.
Explanation Icons
We use specially designed iconography to communicate TurboDry's natural ability to transport water away from the user's skin to evaporation. These icons represent sweat, fabric contact angle with skin, the Capillary Effect, moisture dispersion and the drying process of evaporation.
Logo
TurboDry
Color Palette
CG Imagery
Explanation Icons
Typeface
BERTHOLD AKZIDENZ GROTESK LIGHT
BERTHOLD AKZIDENZ GROTESK REGULAR
BERTHOLD AKZIDENZ GROTESK ITALIC
BERTHOLD AKZIDENZ GROTESK MEDIUM
BERTHOLD AKZIDENZ GROTESK MEDIUM
BERTHOLD AKZIDENZ GROTESK BOLD
BERTHOLD AKZIDENZ GROTESK BOLD ITALIC
BERTHOLD AKZIDENZ GROTESK EXTRA BOLD
BERTHOLD AKZIDENZ GROTESK ITALIC
PAGE 19


TurboDry™
a product of NEXTEX
Imagine...
A performance fabric that relies on physics instead of chemicals to achieve superior drying results. Moisture transportation coherently built into each and every stitch.
Stop Imagining...
The future has arrived.

TurboDry™
a product of NEXTEX
The Next Revolution In Drying Technology
TurboDry's revolutionary fabric, features a patented-pending technology that leverages the science of contact angles and capillary action to naturally transport moisture away from your skin. TurboDry is more than just a wicking technology, it's a drying technology.
Free Your Body From Sweat
Trapped sweat can reduce comfort and affect performance by depleting the body of its energy. TurboDry fabrics rapidly pull sweat away from your body for easier evaporation.
Taking A Different (Surface Contact) Angle
We've carefully engineered the fabric contact angles to create surface tension with the moisture on your skin as a first step to get sweat quickly started on its journey to the outer side of the fabric.
The Capillary Effect - Old Tech Meets New Use
Once the moisture is in motion, TurboDry relies on the capillary action knit into the fabric structure to continue pulling sweat away from your body. This phenomenon, a type of biomimicry, is how plants transport water from their roots to their leaves. It's natural physics-based technology that doesn't rely on added chemicals.
Rapid Moisture Removal
As surface tension and the capillary effect work together to draw sweat away from the body, the moisture moves to the fabric exterior where the droplets spread over a larger space to optimize surface area and quicken the drying process.
Dryness = Comfort
Regular wicking fabrics wash both sides of the fabric equally to allow your sweat to evaporate. TurboDry fabrics are specially knitted to significantly speed up moisture movement from the inside to the outside of the garment. This creates dryness next your skin for instant comfort and enhanced performance.
Did We Mention Sustainability?
TurboDry's superior moisture transportation processes are physical and will not wash out, extending the life of the garment. All TurboDry fabrics are Bluesign® and Oeko-Tex® certified.
OEKO-TEX®
STANDARD 100
TurboDry.Technology.com • PCT Application: PCT/CN2019/072237

TurboDry
The next revolution in drying technology


TurboDry™
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Skin contact side (place water drop here)