

## Utility clothes for cold conditions

Our business idea is mainly to produce quality work clothes whose thermal resistance and mobility far exceeds the current products on the market, and as if that wasn't enough our products will be even lighter than the competitors. The difference between our product and the ones which currently flourishes on the market is that our product consist of new modern smarter textile. The materials enable a larger thermal resistance, greater mobility and a lighter product. Profits are gained by a percentage sum on each delivery to the costumer. The costumer then distributes the products to the construction industry.

Both our survey and reports from the work environment authority substantiates that the construction workers often feel discomfort by the cold climate. It is also frequently occurring that work is suspended due to the cold weather. The work environment authority demands that the employers maintains a high standard on the work environmental aspect and are responsible for ensuring that good equipment is available.

According to our survey the construction workers are dissatisfied with the current work jackets functionality in winter climate; this includes both heat and movement. Studies also show that cooling decreases mobility and the ability to make good decisions.

Nowadays a product that fulfills all these variables does not exist on the market and that's a big problem that we are ready to solve.

The end costumer i.e. the construction workers will due to our products be able to move more smoothly and be able to work in a colder climate without obtaining frostbite. As the work clothes are lighter there is a smaller risk of repetitive strain injuries. The percentage of climate-related downtime can be limited and simultaneously the construction workers can move more smoothly, have better decision grasp, are more motivated and are in a greater mood; which make them more effective.

The parties are working in a very much conservative line of business which makes it understandable that some skepticism probably will occur in the early stages. However this skepticism will hopefully disappear after our products are tested in the production chain and the costumers can then see the effect that our brilliant product brings.

By providing the parties on the market with smarter equipment we hope to change the conservative way of thinking that occurs in the industry and also create a dialog between the users and the producers.