**Product Manager Q&A – adidas adiPower pre-cooling** **vest and sleeves concept**

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**What does the technology involved in adiPower pre-cooling do?**

The adiPower pre-cooling vest and sleeves concept is designed to reduce body temperature prior to exercise in warm environmental conditions. The goal is to increase the margin for metabolic heat production and delay the time that it takes for a player to reach fatigue.

**How do players use the adiPower pre-cooling vest and sleeves?**

Soaking the vest and sleeves in tap water for 4 minutes and then gently squeezing out any excess water afterwards activates the adiPower pre-cooling. The vest and sleeves should then be placed in the freezer for 2 hours.

After use the vest and the sleeves must be kept wet, before re-freezing for 2 hours before the next use.

**Who will be wearing the adiPower pre-cooling vest and sleeves at the World Cup?**

Players from nine adidas federations at the tournament will wear the adiPower pre-cooling vest and sleeves at the tournament. These teams are Germany, Spain, Argentina, Mexico, Bosnia, Russia, Japan, Nigeria and Colombia.

**When will the players debut the adiPower pre-cooling vest and sleeves?**

Players are currently wearing the adiPower pre-cooling vest and sleeves during their pre-tournament training camps, with some teams expected to debut the vest at upcoming friendly games in the USA prior to the World Cup.

**Will the adiPower pre-cooling vest and sleeves be worn in matches?**

The adiPower pre-cooling vest and sleeves will only be worn when players warm up for matches or during half time intervals. It cannot be worn during the matches, as there would be a chance of physical contact with the ice for an opponent.

**What temperature does adiPower pre-cooling maintain?**

The adiPower pre-cooling vest and sleeves maintain a temperature of close to freezing for 15-20 minutes. It has been designed so that no ice comes into direct contact with the skin.

**How long has adiPower pre-cooling concept been in development? What technology is involved?**

The idea of pre-cooling has been around for some time. However, many garments have proven to be rather counter-effective. adidas has spent the last few years developing a high-tech pre-cooling vest with a number of hyper absorbent granule zones. These are specifically located around the lower arms and upper back, which rigorous testing has revealed to be the body’s primary cooling areas.

**What was the testing process and feedback from players?**

It has involved testing on many amateur players around the world. Players in Brazil, such as those from Palmeiras, have also tested it in training.

The feedback has been incredibly positive. It received such great feedback from the German national team that we extended the adiPower pre-cooling vest and sleeves to all of the other adidas federation teams for the 2014 FIFA World Cup Brazil™.

**Are the adiPower pre-cooling vest and sleeves commercially available?**

The adiPower pre-cooling vest and sleeves are not currently commercially available.