

HOT HANDS



Warm, wherever you are

About HotHands

HotHands are single use air-activated heat packs that provide easy warmth to protect you from chill in everyday situations such as gardening, working outdoors, fishing, skiing, commuting, shopping and spectating sports. HotHands is available in formats for hands, feet and the body.

HotHands contain the ingredients iron, activated carbon and water. Once these ingredients come into contact with the oxygen in the air, the ingredients oxidise and produce heat. The combination of ingredients has been specially formulated to ensure a constant and comforting heat for everyday use.





Keeps hands warm

- Up to 10 Hours of long lasting heat
- 2 warmers per sachet
- Fits in palm of hand. Fits easily into gloves and pockets



Keeps feet warm

- Up to 8 Hours of long lasting heat
- 2 warmers per sachet
- Adheres to the socks underneath the toe area
- Ultra thin vacuum packed for comfort



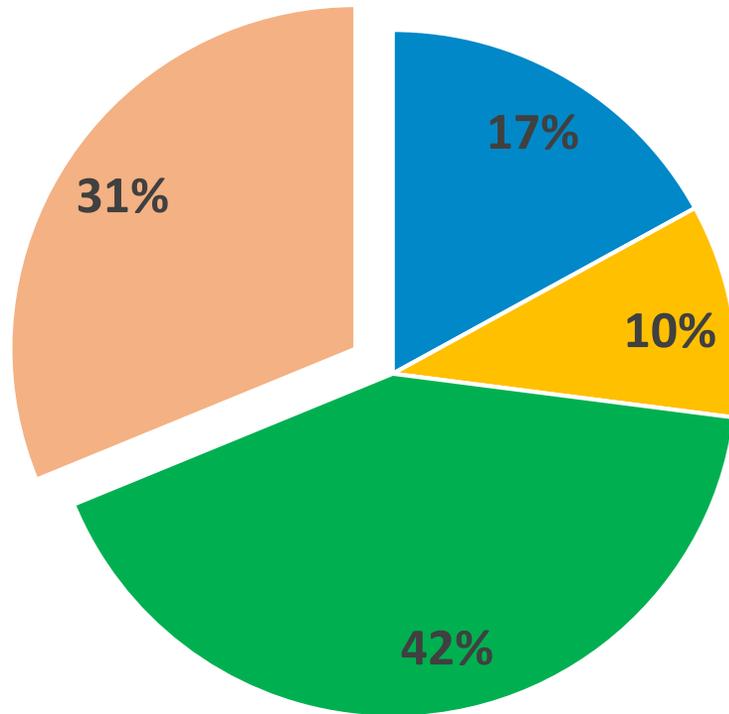
Keeps your body warm

- Up to 10 Hours of long lasting heat
- Adhesive to the outside of the clothing/ underwear
- Apply to chest/ back/ stomach area
- Stays in place and is ultra thin

Potential consumer pool

Cold hands/feet sufferers (2023)

Sample group: 1,000



■ Cold hands ■ Cold feet ■ Cold hands AND feet ■ Neither cold hands nor feet

- **69% of the UK population** suffers from either cold hands or feet
- **More than 1/3 of the population** suffers from both (**42%**)

Total potential consumer audience:

47.5 million people

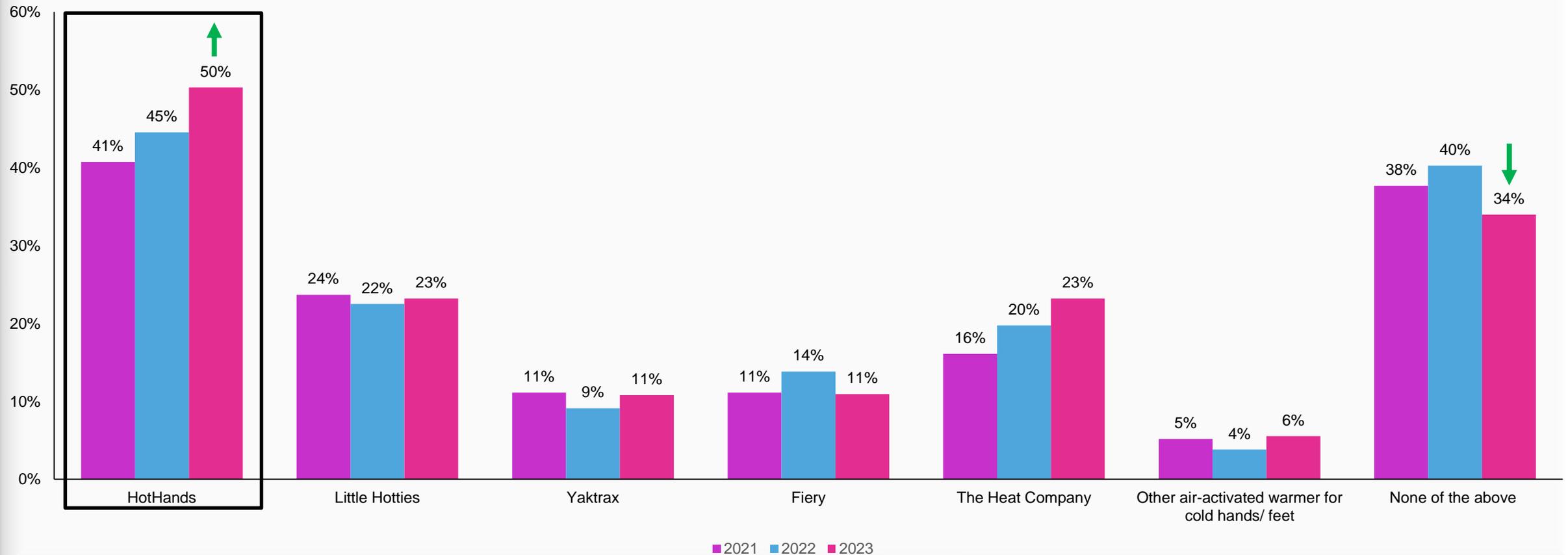
UK population 2023: 68,891,797

Source: Worldometers.info

HotHands consumer awareness study

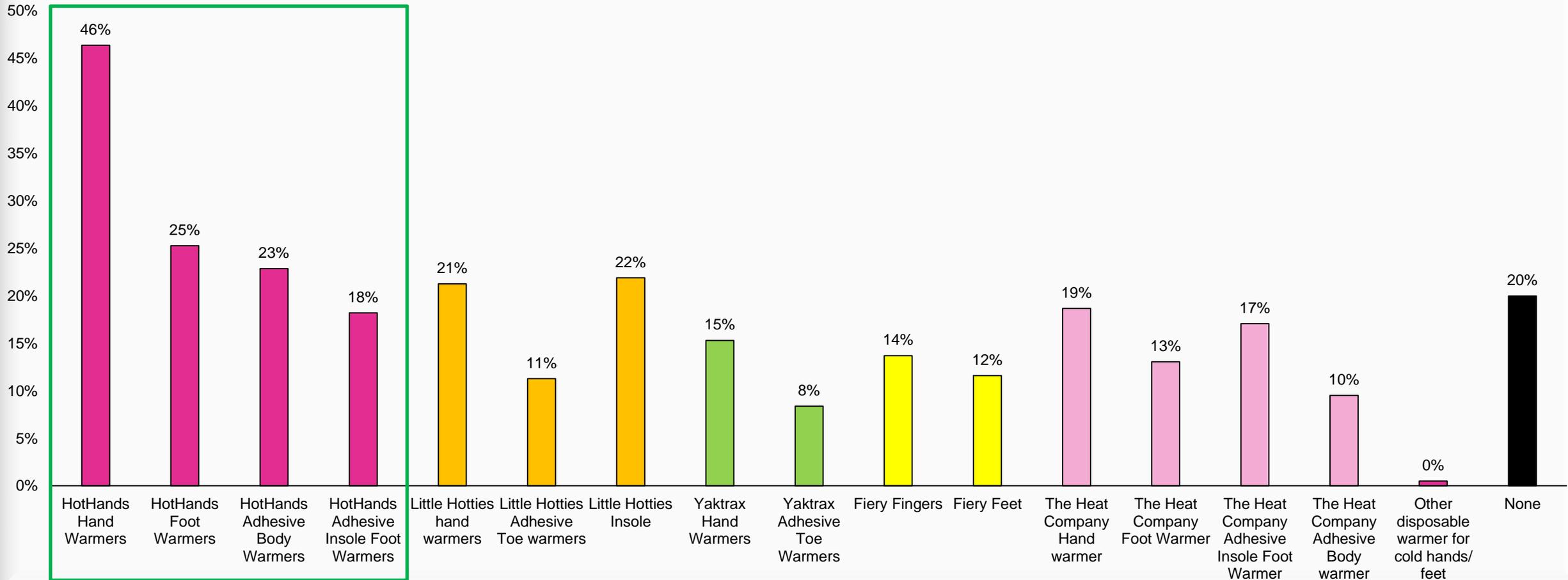
Which of the following air-activated warmer for cold hands/feet are you aware of?

(2021: 621, 2022: 658, 2023: 686 cold hands/feet sufferer)



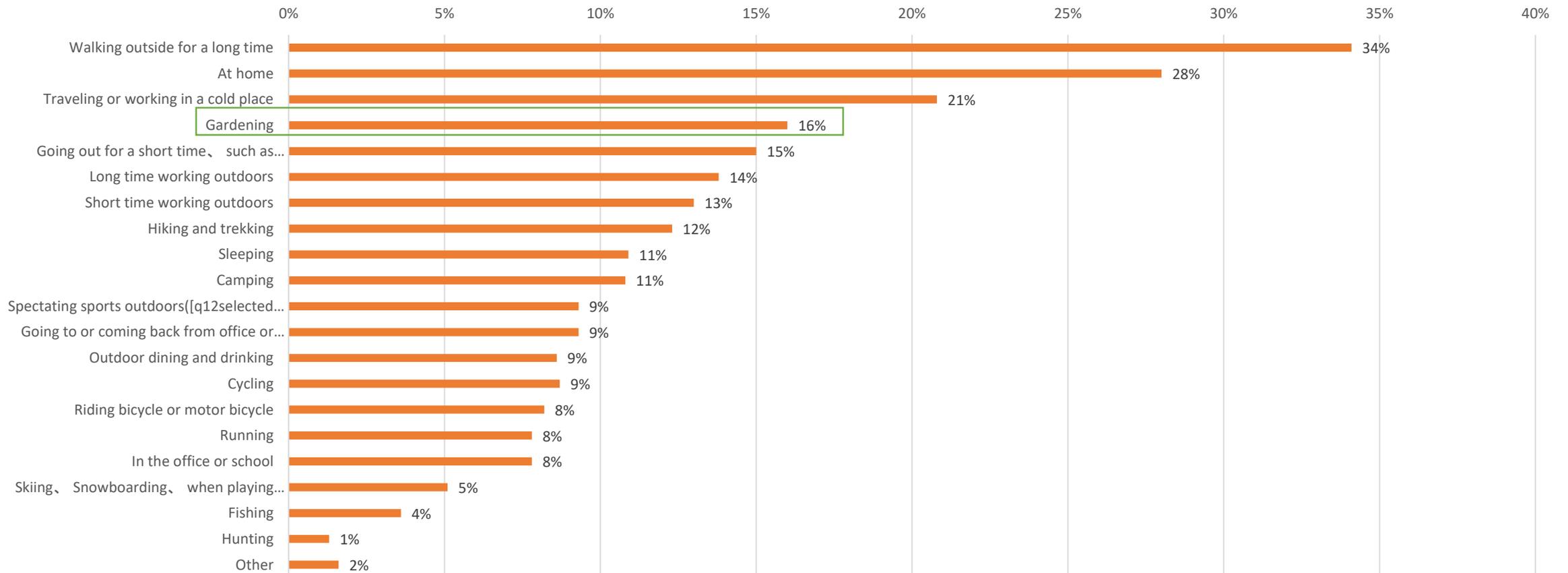
HotHands consumer awareness study

Please choose the product you want to purchase in the future/continue to purchase.
(2023 sample group: 686 cold hands/feet sufferer)



HotHands consumer awareness study

Future usage intention for air-activated warmers (Sample group 2023: 1,000)



HotHands Hand Warmers



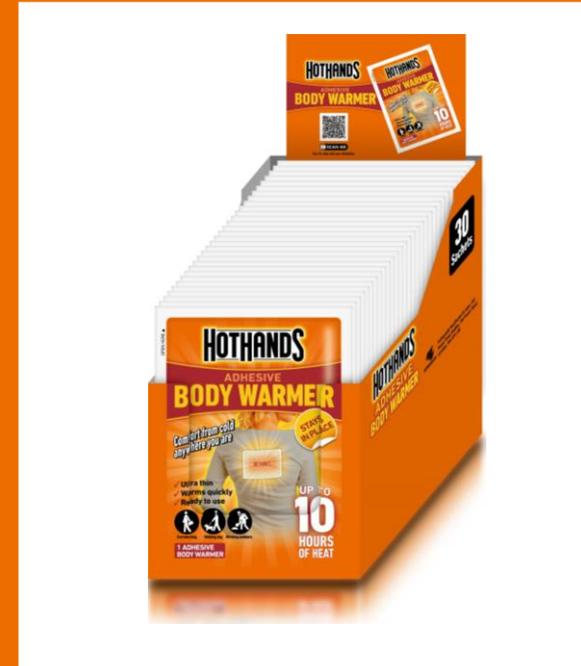
Product Code	Description	Item size	Trade price	RRP (per sachet)
836-8342	Hand Warmer 40 pack CDU	40	£29.60	£1.00
USP-0055	Hand Warmer 24 pack CDU	24	£17.76	£1.00
USP-4246	Hand Warmer Gravity Feeder	80	£59.20	£1.00
366-2046	Hand Warmer Clip Strip	12	£8.88	£1.00

HotHands Foot Warmers



Product Code	Description	Item size	Trade price	RRP (per sachet)
836-8359	Foot Warmer 40 pack CDU	40	£29.60	£1.00
USP-3513	Foot Warmer 24 pack CDU	24	£17.76	£1.00

HotHands Adhesive Body Warmers



Product Code	Description	Item size	Trade price	RRP (per sachet)
407-5453	Adhesive Body Warmer 30 pack CDU	30	£22.20	£1.00

HotHands Pre-filled FSDU's



Full size FSDU Configuration	
Shelf 1	2x Hand Warmer 40 pack CDU 2x Body Warmer 30 pack CDU
Shelf 2	2x Hand Warmer 40 pack CDU 2x Body Warmer 30 pack CDU
Shelf 3	2x Hand Warmer 40 pack CDU 1x Foot Warmer 40 pack CDU
Trade price	£296.00



Slim Line FSDU Configuration	
Shelf 1	2x Hand Warmer 40 pack CDU
Shelf 2	2x Hand Warmer 40 pack CDU
Shelf 3	4 x Body Warmer 30 pack CDU
Shelf 4	1 x Foot Warmer 40 pack CDU
Trade price	£236.80

Expected rates of sale (case study)

Merchandising option	Hand Warmer (single sachet)		Foot Warmer (single sachet)		Body Warmer (single sachet)	
	Average sales	Average UPSPW	Average sales	Average UPSPW	Average sales	Average UPSPW
Full Size FSDU	298	12.42	120	4.98	77	3.21
Slim Line FSDU	243	10.13	66	2.73	54	2.25
CDU	95	3.97	22	0.93	N/A	N/A

Why you should consider selling HotHands

The UK's most recognised warmer brand

Exceptional value for money for retailers and their customers

Strong return on investment and profitability potential

Various merchandising options available to maximise sales at local levels

The ideal impulse purchase product for autumn and winter seasons

Huge potential customer pool and applicable to many different usage scenarios

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For further information please visit <https://www.kobayashihealthcare.co.uk/HotHands>