



Tech90®

TECH90'S quality apparel for the motorcycle enthusiast by COOLMAX® technology

When it comes to motorcycle apparel, denim never goes out of style, but Tech90 shows how it can be improved upon. Tech90 is a Turkish company that designs and produces innovative clothing for the global biker community. Since

biker comfort, safety and protection are vital, Tech90 takes great care to select quality fabrics for its jeans. That's why the company has chosen a fabric containing COOLMAX® technology for the lining of select performance jeans.

Go Inside the Denim

Rugged Tech90 jeans have a lining made with COOLMAX® technology, which transports moisture away from the skin to the surface of the fabric where it evaporates. This helps keep the rider's legs cool, dry and comfortable (even when next to a hot motorcycle engine). The lining is also breathable to further enhance rider comfort.

Tech90 also selected COOLMAX® technology because it adds value to their apparel and its high levels of consumer brand awareness helps drive retail sales worldwide.

Tech 90 sells its apparel globally to private label brands.◆

