



Adaptive by HeiQ

Evolution is
Adaptation

Evolution is Adaptation

Adaptive by HeiQ helps fabrics move, breathe, and live with you. Through advanced thermoregulation textile technology, Adaptive intelligently adjusts to your level of activity – and seamlessly complements your body as it moves and breathes. The treated textile becomes an enhanced, interactive surface that offers superior thermal comfort at every exertion level. Adaptive by HeiQ gives you the freedom to concentrate on what you're doing – not what you're wearing while you do it.



Clothes That Breathe With You

We all know that feeling. We leave the house early for a run. We're freezing for the first hundred steps. Did we wear enough clothing? Then, of course, things heat up – quickly. Before we know it, we're peeling off damp layers. We're thinking about whether we're cold, or whether our clothing is too heavy and constrictive, or whether we should expose our perspiring skin. It can be enough to make us wish we had never worked out.

The same thing happens in our everyday lives. Shirts that are too hot or too cold. Sweaty socks. Sheets that cause us to wake up hot (or cold). Thermal regulation is a primary function of the textiles we have in our lives. It is crucial to get it right.

Today's textile advances make thermal regulation much easier to achieve than it used to be. Fabrics are lighter, more breathable, and more effective than ever – particularly in the activewear industry.

The Evolution of Intelligent Fabrics

Adaptive by HeiQ, the revolutionary new textile treatment, offers thermoregulation to textiles. The Adaptive treatment allows textiles to dynamically respond to your level of activity. When you heat up, it allows your skin to breathe freely, cooling you through better moisture transport through the fabric. When you cool down, it helps to keep you warm and comfortable. Just a few of the applications benefiting from Adaptive include running gear, cycling gear, yoga wear, lingerie and hosiery, socks, dress shirts, and bedsheets – everywhere that thermal regulation makes sense.

HeiQ works closely with our partners to ensure that Adaptive is applied in the most optimal way. All in the name of perfect comfort – and staying focused on success.



HeiQ Materials AG
Zürcherstrasse 42
CH-5330 Bad Zurzach
Switzerland

+41 56 250 68 50
info@heiq.com
www.heiq.com