



Marketing ideas

Increasing the perceived value of your products



**SWISS
TECH
INSIDE**

www.heiq.com

APRIL 2025

Megatrends drive shifts in consumer needs

Rapid
urbanization¹

Environmental
concerns &
awareness

Demographic
shifts¹

Wellness &
Health²

Climate
change¹

**Innovations address
consumer needs**



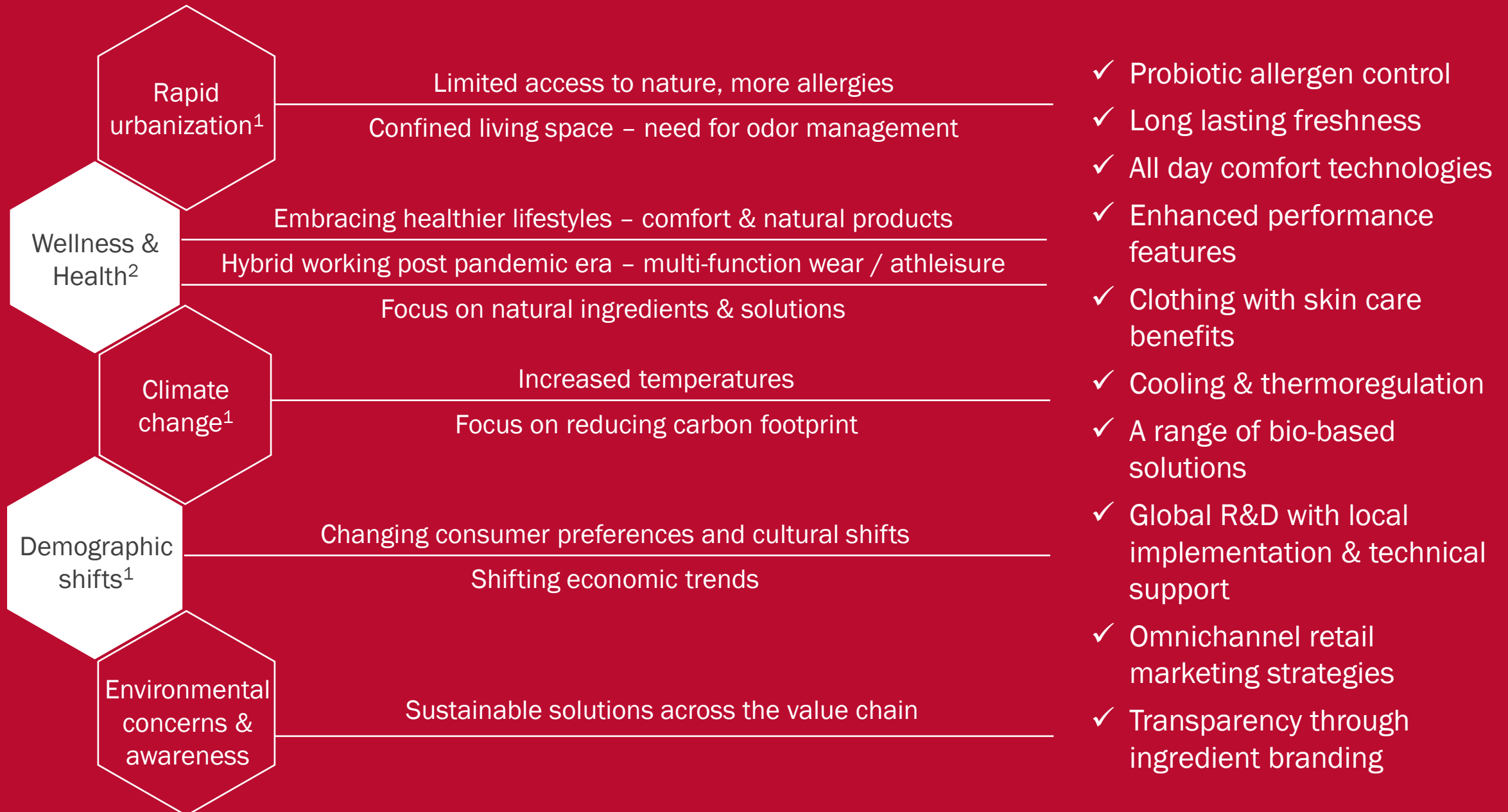
MEGATREND



CONSUMER NEEDS



HEIQ INNOVATIVE SOLUTIONS





Innovations shall increase your bottom line



Justifies premium pricing



Ensures higher customer lifetime value



Provides cross-selling opportunities



Enhances brand equity

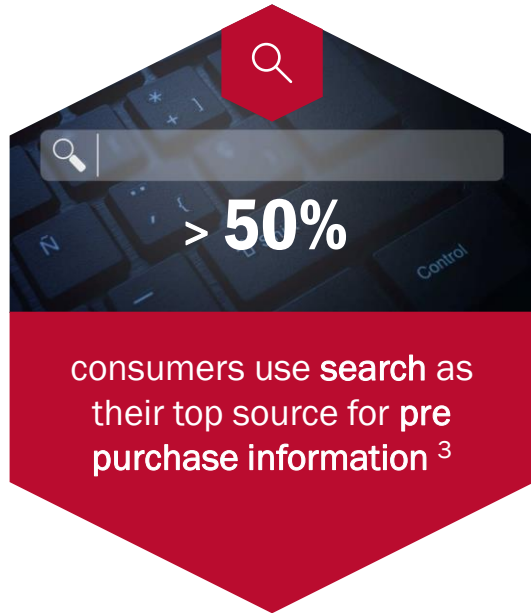


Differentiates from competition





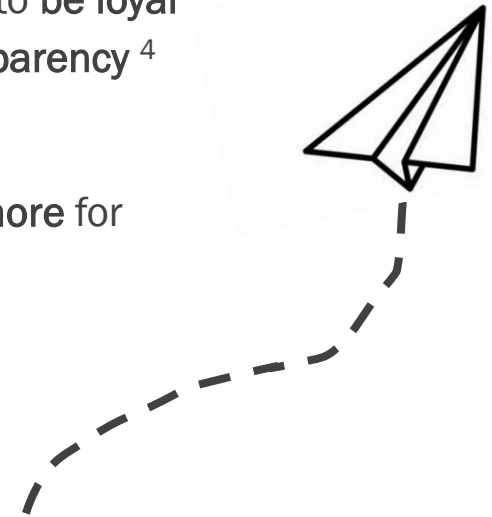
How to increase the perceived value of your products?



94% of consumers are more likely to be loyal to a brand that offers complete transparency ⁴



80% customers said they will pay more for sustainably produced goods ³



✓ Omnichannel marketing is the key – information at all touch points

✓ “SWISS TECH INSIDE” Ingredient branding – association with Swissness and HeiQ’s sustainability credentials

✓ Convincing claims – take advantage of HeiQ’s tested, science-backed claims guidance

✓ Simple and memorable executions

ICONOGRAPHY



RETAIL DISPLAY



PRODUCT PACKAGING



PRODUCT SHEETS



MARKETING IDEAS

CONSUMER LANDING PAGE



VIDEOS





Consumer landing pages explain the science behind



Consumer centric landing pages accessible through QR code or URL

Did you know?
QR code scanning increased by 323% in 2023.⁵





Highlight the premium ingredient on your packaging

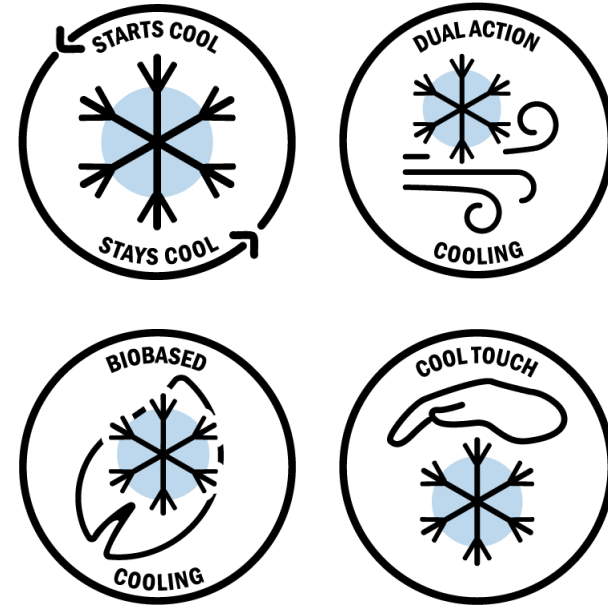
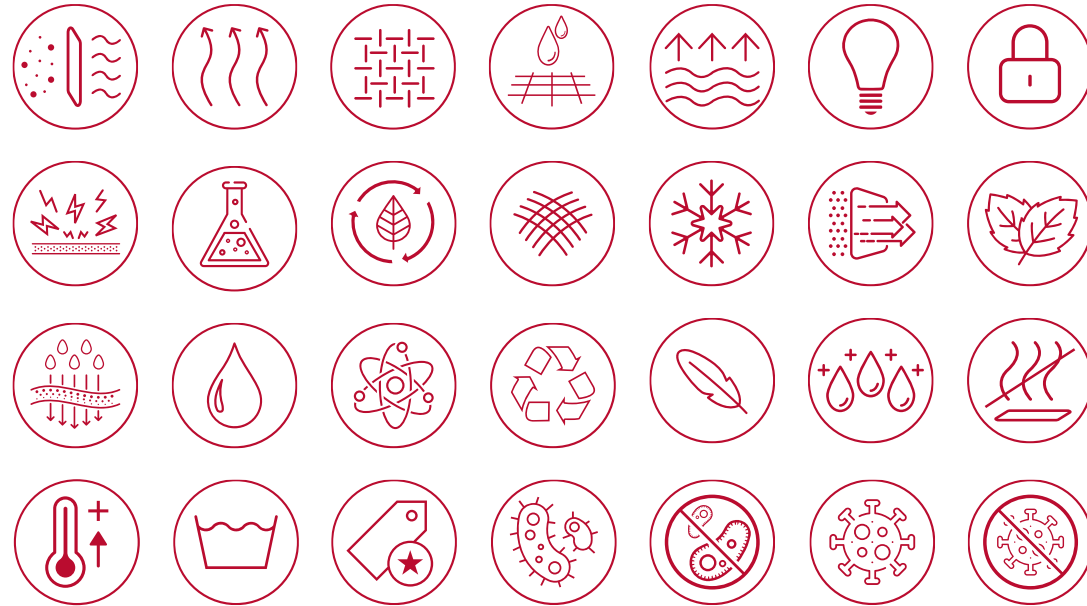
INGREDIENT
BRANDING



SWISS
TECH
INSIDE



Icons effectively convey product benefits across all languages



HeiQ has developed a full set of icons for all its technologies, simple ones and more detailed ones.
Simply copy+paste into your packaging and product page

Videos say more than words

- Technology highlights
- Mode of action explanations
- Simple animations
- Testimonials
- Computer graphics

Use the video as it is,
or add your brand elements,
or take inspirations
and create your own

The image shows a screenshot of the HeiQ YouTube channel page. At the top, there is a banner image of a snow-capped mountain. Below the banner is the channel name "HeiQ – Swiss Tech Inside" with the handle "@HeiQmaterials", 1.05K subscribers, and 62 videos. The channel description states it was founded in 2005 as a spin-off from the Swiss Federal Institute of Technology Zurich (ETH Zurich). There are buttons for "Customize channel" and "Manage videos".

The video grid displays several videos with their titles, view counts, and upload dates:

- HeiQ Skin Care - Boost the Skin Microbiome**: 183 views • 8 months ago
- HeiQ XReflex™ – Radiant Barrier Technology on 3D scrim**: 449 views • 1 year ago
- HeiQ – Differentiate. Innovate.**: 987 views • 1 year ago
- HeiQ Allergen Tech - Symbiotic Protection for Textiles**: 452 views • 1 year ago
- HeiQ AeoniQ™ Biodegradation experiment**: 748 views • 1 year ago
- HeiQ Mint - Botanical odor control**: 2.2K views • 1 year ago
- HEIQ PLC Interim Results 14.09.2022**: 374 views • 1 year ago
- Which occasion should you wear silk? With HeiQ Real Silk (CN)**: 162 views • 1 year ago
- Can a Man Outrun a Horse? with HeiQ Smart Temp (EN)**: 6.4K views • 2 years ago
- HeiQ Fresh Air for curtains**: 388 views • 2 years ago
- HeiQ Cool - Dual action cooling for textiles**: 5.9K views • 2 years ago
- HeiQ XReflex™ – Brave the cold in comfort with thinner, lighter, warmer Radiant Barrier...**: 5.1K views • 2 years ago
- Tecnologia textil antiviral efectiva y segura**: 0:57
- HeiQ Pure - Feel Clean, Smell Fresh with**: 0:43
- HeiQ Viroblock NPJ03 抗ウイルス繊維技術**: 0:55
- Can a duck keep you dry? with HeiQ Eco Dry**: 1:21



Retail displays capture consumer attention



Use retail display to capture consumer attention, enhance product visibility, and influence purchasing decisions at the point of sale



Hangers



Table-top display



... and create an engaging shopping experience

A well-designed display can highlight key product features, ultimately driving sales and boosting brand recognition.



Changing Room



Elevator

Point of sale elements for instant connection and unique recall

HeiQ Hangtag Kit

Design your own hangtags with the new HeiQ Hangtag kit. Use this design as is or add your branding and other visual cues.





... and for permanent ingredient branding

Keep the message alive as long as the product is around



Real size:



Sew-in label





**Let HeiQ
feature you**



HEIQ WEBINAR: Redefining the future of cooling textiles

REDEFINING THE FUTURE OF COOLING TEXTILES

HEIQ SMART TEMP

PHILIP GHEKIERE
SUSTAINABILITY OFFICER

ROBERTA VERNOCCHI
SENIOR MATERIALS MANAGER

Watch on YouTube

Timberland

SWISS TECH INSIDE

HEIQ – Swiss Tech Inside
1.06K subscribers

HEIQ WEBINAR: Allergenic protection from allergens on home textiles

ALLERGENS ON HOME TEXTILES

May 16, 2023

PHILIP GHEKIERE
Sustainability Officer

PATRICK SEIFERT
Senior VP Marketing & Product Development

KIM PINT
Group Product Manager

Watch on YouTube

AMERICAN TEXTILE CO. BEKAERT DESLEE

SWISS TECH INSIDE

*Irritant allergens such as house dust mite matter & pet allergens

Webinars
Provide proof of concept with Brand user endorsement and technology explanations

HEIQ WEBINAR: Botanical odor control for textiles

BOTANICAL ODOR CONTROL FOR TEXTILES

HEIQ MINT

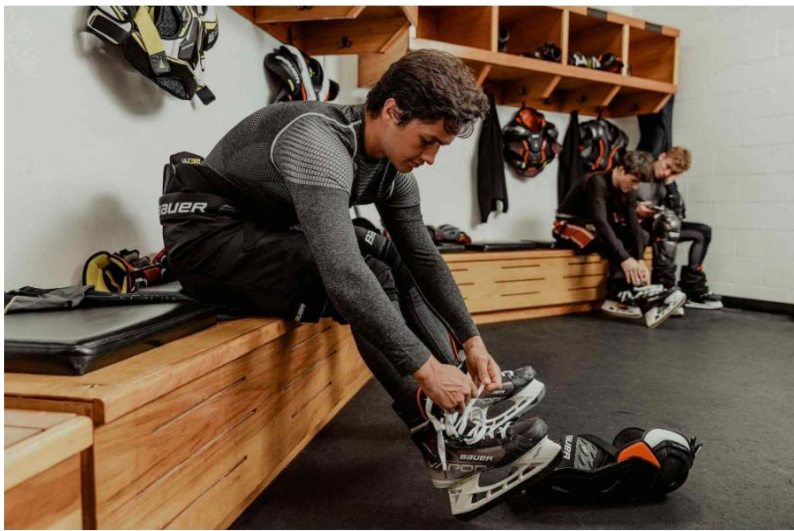
PHILIP GHEKIERE
SUSTAINABILITY OFFICER

GIULIA TODISCO
BRAND MANAGER
HOMEWEAR & LEISUREWEAR

Watch on YouTube

Triumph

SWISS TECH INSIDE



BAUER

Bauer Hockey, a renowned leader in ice hockey gear, has enhanced its ELITE base layer with two cutting-edge HeiQ textile technologies. This high-performance garment, featuring seamless construction, ensures maximum comfort for athletes.

With **HeiQ Fresh™**, a silver-free deodorizing finish that ensures confidence, players can wear more and wash less.

Additionally, the **HeiQ Smart Temp™** technology enables these garments to actively respond to body temperature, providing optimal comfort both on and off the ice.

Brand Partners Page

Adds credibility and drives association with brands across different segments



MARKS & SPENCER

LONDON

Marks and Spencer enhances sleep comfort with its Lightweight duvet powered by **HeiQ Allergen Tech™**, a biobased technology **endorsed by Allergy UK**. Sleep disruptions caused by allergens will be something of the past, as this bedding item effectively reduces allergens like dust mite matter, pollen, and pet dander.

Crafted from 100% recycled polyester, this duvet not only promotes sustainability but also provides a lightweight option, ideal for warmer seasons.



BOSS

BOSS has launched a beautiful line of garments, powered by **HeiQ Mint** for best-in-class odor control. The plant-based deodorizer HeiQ Mint controls malodor development on textiles, providing fabrics with a long-lasting odor control capability that keeps textiles smelling fresh all day long. The new pieces – a light sweatshirt, jogging trousers, functional polo shirts and trainers – are part of the **BOSS Green Collection**.



Triumph

Women with an active lifestyle will have a field day with the **SMART ACTIVE INFUSION Short Sleeve Top** from Triumph.

Engineered with advanced features including odor control and long-duration comfort, this top ensures a fresh feel and unparalleled durability.

Thanks to the biobased **HeiQ Mint** technology, it provides all-day anti-odor protection, keeping one feeling confident and invigorated at the gym or when exploring outdoors.



Timberland

Timberland, well known for its excellence in outdoor inspired and lifestyle apparel, is dedicated to ensuring all-day comfort for its customers, regardless of external conditions. The new Fall 2024 collection incorporates HeiQ Smart Temp™ technology across a versatile range of overshirts, t-shirts, and pants.

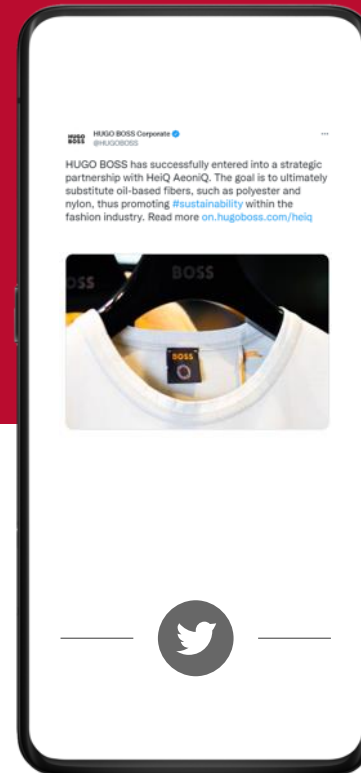
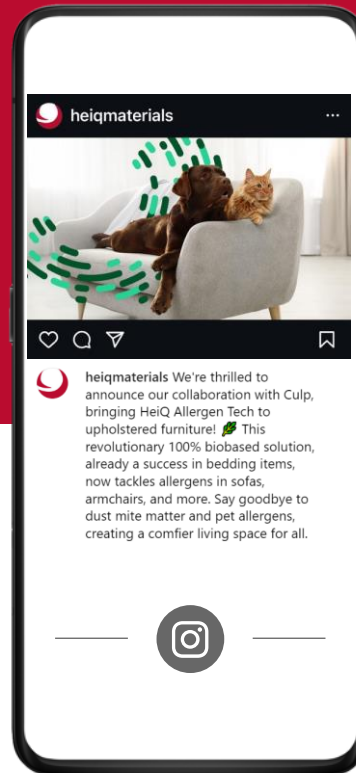
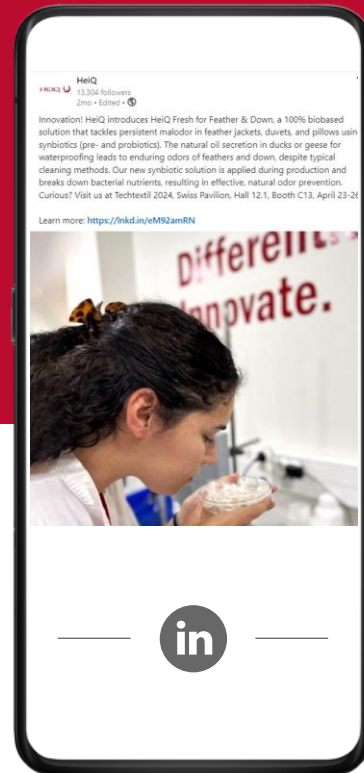
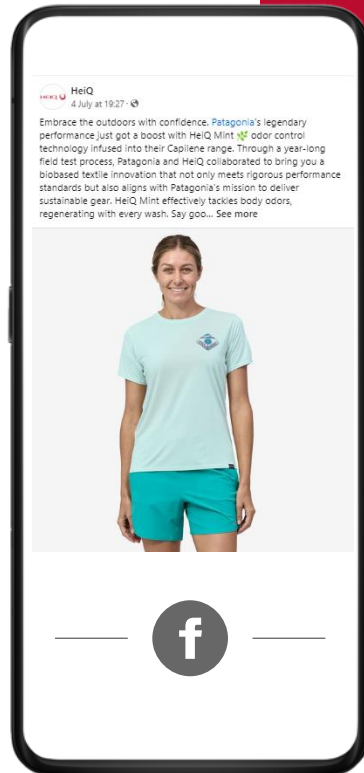
Designed with a utilitarian edge, the collection features chest and cargo pockets, while internal labels and logo embroidery highlight the innovative **HeiQ Smart Temp™** integration.

HeiQ Smart Temp™ technology offers dynamic cooling activated by body heat, which deactivates as temperature drops, ensuring ultimate comfort in any environment.



Social Media

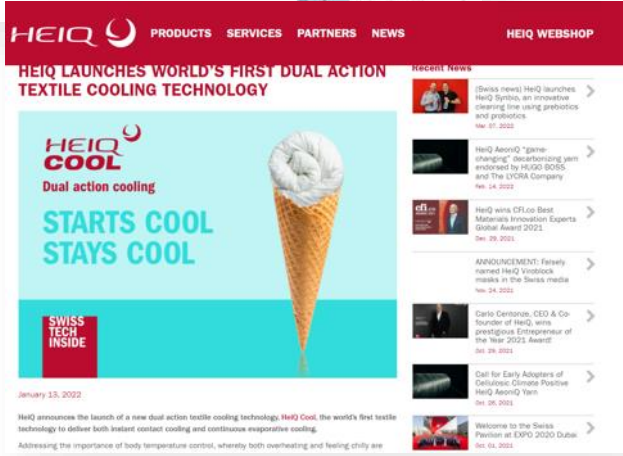
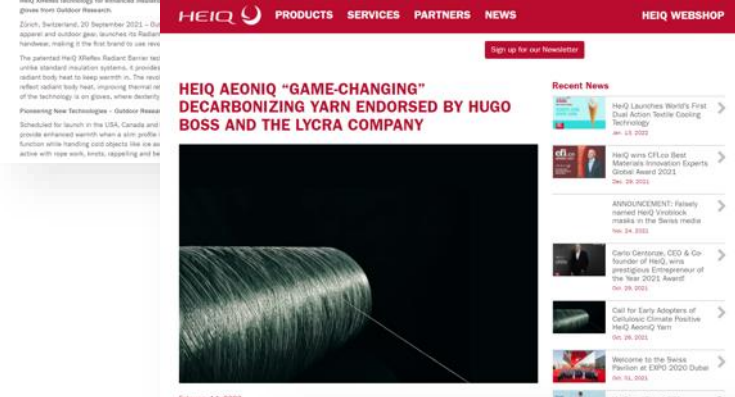
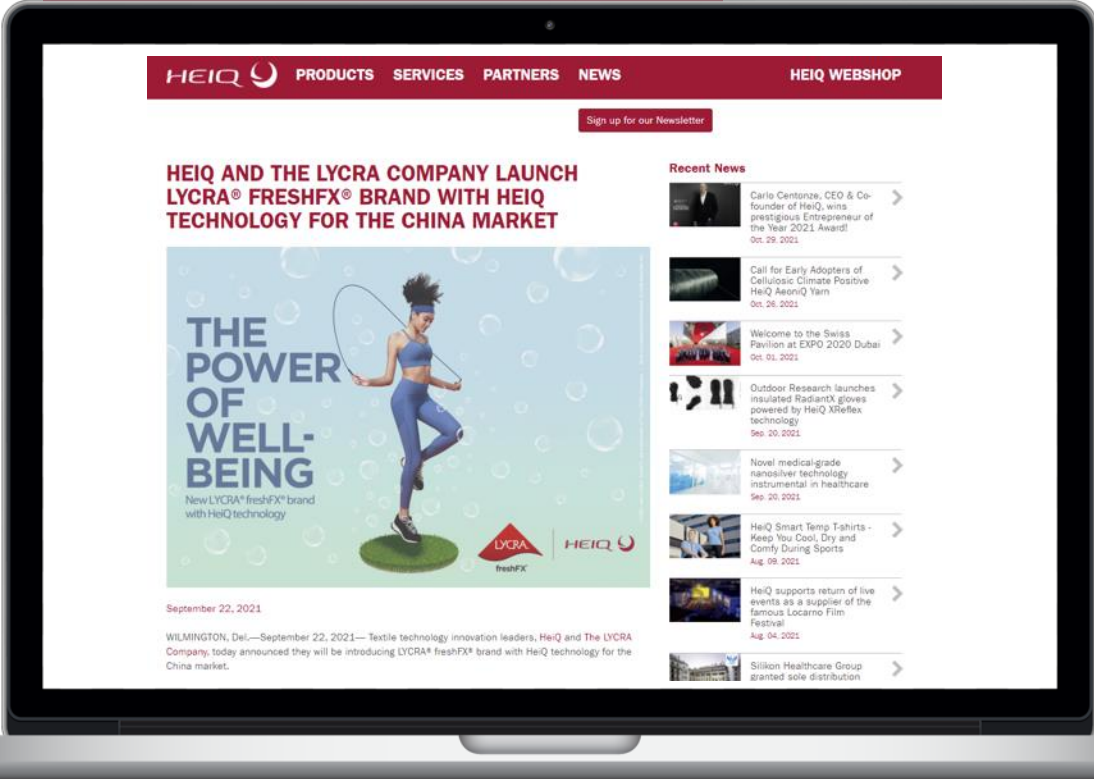
Celebrating our partners product launches and successes together





Press Releases

Announcing innovations and partnerships





**READY FOR MORE
INNOVATIVE
CONCEPTS?**

**EXPLORE MORE
POSSIBILITIES?**

**CRAVING FRESH
IDEAS?**



**Get in touch
with us today**



marketing@heiq.com



Sources

1. [12 Global Megatrends Explained \[2025-2030\] | StartUs Insights \(startus-insights.com\)](https://www.startusinsights.com/reports/12-global-megatrends-explained-2025-2030/)
2. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/state-of-consumer>
3. <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey.html>
4. 2022 survey by Label Insight
5. <https://www.coollest-gadgets.com/qr-code-usage-statistics#:~:text=QR%20code%20scanning%20in%20the,247%25%20in%20a%20similar%20period>

Differentiate. Innovate.

UK

London
HeiQ Ltd.
Ultimate parent

AMERICAS

HeiQ ChemTex Inc.
Concord & Calhoun
USA
R&D/Production/Sales

HeiQ Life
Sao Paulo
Brazil
Sales

EUROPE

HeiQ Materials AG
Schlieren
Switzerland
*Operational headquarters
R&D/Testing/Production*

HeiQ RAS AG
Regensburg
Germany
R&D/Sales

HeiQ AeonIQ Holding AG
Schlieren
Switzerland
HeiQ AeonIQ™ parent company

HeiQ Iberia
Unipessoal Lda
Moreira da Maia
Portugal
R&D/Sales

HeiQ Chrisal NV
Lommel
Belgium
R&D/Production

ASIA

HeiQ Materials
Company Limited
Shanghai
Warehouse/Testing/Sales

HeiQ Company Ltd
/ HX Company Ltd
Taoyuan City
Sales/Production

HeiQ Life
Bangkok
R&D/Production/Sales

HeiQ
Tokyo
Sales

OCEANIA

HeiQ PTY
Geelong
Australia
R&D/Production

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