

## **LION International COOLINE® Braces for Middle East Firefighters and Police Forces**

**Thousands of Cooline® braces have already been supplied to the Middle East. The LHD Group expects further orders at the Intersec 2012 in Dubai.**

*Cologne, December 13, 2011* - 7,500 COOLINE® braces are being delivered to a major customer in the Middle East during the last weeks of this year. They are supplied together with other personal protective equipment (PPE).

COOLINE® is an innovative, high-tech textile cooling system for professional users. It imitates the natural cooling functions of the body and thus keeps the wearer cool for hours even in extreme conditions. It is activated by water and produces a cooling effect dependent on the ambient temperature as well as the body temperature. COOLINE® cools more at higher and less at lower temperatures. In addition, the high-tech material absorbs sweat and thus supports the body's own cooling system. The result is an optimum cooling at all times.

The COOLINE® braces are usually worn on top of a shirt or vest underneath the protective jacket. They are sold separately from the trousers.

“The COOLINE® braces are part of the innovations in PPE designed by LION International to best prepare firefighters, Emergency Medical Service teams and law enforcement officers for the dangers and hazards they face each day. COOLINE® braces are a bestseller in the Middle East. We are confident that we will win further orders for this state-of-the-art product at the forthcoming Intersec 2012 in Dubai,” says Dr. Timo Czech, head of sales, LHD Group.

Journalists who want to know more about LHD and LION International products and service innovations are cordially invited to visit the LHD Group stand (6-525 S, hall 6) at the Intersec 2012. Anyone interested in talking to a specific LHD or LION team member should arrange a meeting beforehand and send their request by email to [pr@lhd-group.com](mailto:pr@lhd-group.com).

### **Photos:**

COOLINE® braces MG 3167  
COOLINE® braces MG 3926red  
COOLINE® braces MG 3926blue  
COOLINE® braces heat image 1  
COOLINE® braces heat image 2  
Source: LHD

### **Company portrait:**

The **LHD Group**, headquartered in Cologne (Germany), was founded in 2002. The internationally active company started life due to the creation of a public private partnership between the German Federal State and the German forwarding company Hellmann Worldwide Logistics GmbH & Co. KG, and the US manufacturer Lion Apparel Inc. LHD is the leading provider of innovative, comprehensive solutions for corporate fashion, work wear and uniforms, as well as personal protective equipment. The range of services offered encompasses design consultancy and product development, procurement, logistics, distribution, tailoring, laundry, dry cleaning and repair. LHD counts amongst its customers big European carriers (road, rail and air), retailers, forwarders as well as armed and police forces, security personnel, customs officers, etc. The group annual turnover has increased year on year. The LHD Group continues to grow, both organically and also by selective acquisition. The group acquired the Swiss company jas AG in 2008 and added the international activities of Lion Apparel Inc. in Europe and Asia Pacific to the group in 2009. LHD became a major shareholder in ForcesLocker Ltd in 2010.

For more information about the LHD Group visit our website [www.lhd-group.com](http://www.lhd-group.com)

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