

## NEWS

### FOR IMMEDIATE RELEASE

## **KISHIGO Introduces Cool Touch T-Shirts to Improve Worker Safety in High-Heat Environments**

*NOAA and CDC Warn of Prolonged Heat Waves that Will Impact U.S. Workers*

FOUNTAIN VALLEY, CALIFORNIA, July 9, 2024— As severe heat waves continue to grip the nation, the National Oceanic and Atmospheric Administration (NOAA) and the Centers for Disease Control and Prevention (CDC) have issued warnings that these extreme temperatures will likely persist throughout the summer months and beyond. With rising temperatures posing significant risks, ensuring worker safety in high-heat environments has never been more critical.

"Selecting the proper clothing is critical for managing heat-related challenges and protecting workers year-round but especially important during the summer months," said Janina Sharkey, Product Manager at Kishigo. "Companies must pay even closer attention to how each piece of clothing will impact their workers' overall well-being and safety during these expected heat waves."

The Occupational Safety and Health Administration ([OSHA](#)) recommends wearing lightweight, light-colored, loose-fitting garments during high-temperature environments. These choices help keep workers cool and facilitate sweat evaporation, enhancing their overall ability to cope with high temperatures.

### **KISHIGO's Cool Touch T-Shirts: One Tool for Helping Manage Heat-Related Stress**

[Kishigo's Premium Black Series Cool Touch T-shirts](#) are a prime example of clothing that prioritizes comfort and safety in hot conditions. The shirts have been engineered to be part of any comprehensive heat-stress prevention program for indoor and outdoor workers, using fabric designed to wick sweat away from the body and enhance cooling to reduce heat-related risks.

The new shirts, available in short and long sleeves, are ideal for traffic and roadway crews, general construction, warehouse operations, marine and ports, airlines, municipalities/DOTs, and city landscaping workers.

- **Cool to the Touch:** The fabric offers a 43% greater initial cool sensation than Birdseye fabric used by competitors. Each touch provides an immediate cooling effect, with continuous subtle coolness triggers throughout the day for lasting comfort.
- **Enhanced Heat Transfer:** Its nearly 7% greater ability to transfer heat away from the skin than other Birdseye products helps prevent overheating.
- **Segmented Stretchy Tape:** This tape ensures flexibility and meets ANSI requirements for high-visibility clothing. Its segmented design provides breathability, with added stretch for overall comfort.
- **True 4-Way Stretch:** Allows for unrestricted movement, enhancing comfort and performance.  
**Flatlock Stitching:** Eliminates excess fabric in seams, reducing chafing and increasing garment durability and longevity. Strong stitching ensures quality, allowing the shirts to withstand various job conditions.

Sandra Hanna, Kishigo VP of Marketing and Product Development and High Visibility Chairwoman for the International Safety Equipment Association, explains, "We recognize the growing challenges a hotter world poses, and we've responded by introducing 4-way stretch cooling fabric into our workwear. Cool Touch translates to unparalleled comfort for workers, whether enduring the searing heat outdoors or facing demanding conditions indoors."

### Worker Testimonials: Real-World Comfort and Protection

KISHIGO Cool Touch T-Shirts have received excellent feedback from workers who endure extreme heat:

- *"The fabric quality is excellent, and I love how it stretches."*
- *"Another fantastic advantage is the small holes on the back of the shirt, which makes it super breathable and keeps me comfortable."*
- *"The fact that the shirt is reflective is good because we can avoid wearing another layer for a reflective vest. In the summer, our temperatures are above 100°, and the heat can be suffocating."*

Hanna continues, "In tough conditions, comfort isn't a luxury, and safety remains non-negotiable. Cool Touch T-shirts ensure both for all types of workers while offering superior flexibility, breathability, and protection. Our mission is continuously innovating to keep workers safe and comfortable while helping companies provide the best gear for their teams."

### Integrating KISHIGO's Workwear into Your Heat-Stress Program

In addition to wearing the proper gear, a comprehensive approach is essential to prevent heat-related illnesses in the workplace, including:

- **Training:** Educating workers about heat stress, its effects on health and safety, and prevention methods.
- **Hydration:** Ensuring access to adequate water and encouraging frequent hydration.
- **Shade and Breaks:** Provide shaded areas and implement regular breaks.
- **Gradual Acclimatization:** Helping workers build a tolerance to heat over time.
- **Flexible Work Schedules:** Adjusting workloads and shifts to avoid peak heat times.

Watch our video, [Heat Stroke is No Joke](#), for more information on keeping workers safe from heat stress.

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Kishigo's Cool Touch T-Shirt high-res imagery and story assets are available for download in our [online newsroom](#).

***It's Better to be Seen in Kishigo:** As the most trusted brand in high-visibility workwear, Kishigo provides excellence from every angle, and you can see it in everything we do. For over 50 years, we have been committed to using the highest quality materials to craft apparel that's comfortable and built to last while keeping workers safe and seen. We are dedicated to working closely with our customers and utilizing this insight to develop practical, feature-rich, and compliant garments that enhance each user's experience because nothing else matters more than your safety.*

