

# PRESS RELEASE

*FOR IMMEDIATE RELEASE*

Shafer Enterprises LLC  
Stockbridge, Georgia USA  
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*Shafer Enterprises LLC of Stockbridge, GA*, manufacturer of **COOL SHIRT®** *Personal Cooling Systems* for racecar drivers, announces the development of their new *SFI-3.3 Approved FIREWEAR®* fire-retardant **COOL SHIRT®** now available for all driver cooling systems. Unlike standard NOMEX®, the **FFR™ Fiber** used in the shirt is designed to emit a noncombustible gas through microscopic pores in the fiber when the fiber is exposed to flame. This gas smothers the flames much like a fire extinguisher. **FIREWEAR®** fabrics are blended with cotton and thus have many of the natural benefits of cotton; breathability, high-moisture regain, and lightweight comfort. **COOL SHIRT®** *Personal Cooling Systems* have been independently-tested and proven to be extremely effective for reducing heat stress and the fatigue it causes. Helps keep drivers cool and mentally alert right through their final laps, when heat fatigue usually occurs. For more details call **(800)345-3176** or visit them on the web at [www.coolshirt.net](http://www.coolshirt.net)

