



Nothing but **HEAVY DUTY.**™



PRODUCT
LAUNCH DECK



2021 M12™ HEATED GEAR/WORK WEAR RANGE



AXIS RIPSTOP POLYESTER



M12™ HEAT ON DEMAND

- 3 Heat settings: One touch LED controller
- Heated chest, back, and shoulder zones
- Washer & dryer safe construction



M12™ AXIS™ RIPSTOP POLYESTER

- Lightweight & compressible
- Built for layering
- Reinforced high wear zones
- Water & wind resistant



M12™ REDLITHIUM™-ION 2.0AH BATTERY

- Provides up to 8 hours run time
- 8 Hours Low / 5 Hours Medium / 3 Hours High
- M12™ Compact Charger & Power Source



INCLUDES M12TC-0

***JACKETS ONLY**



PRODUCT WALK AROUND

AXIS RIPSTOP POLYESTER

DURABLE M12 AXIS™
RIPSTOP CONSTRUCTION
RESISTS ABRASION AND
TEARING & PROVIDES
WATER & WIND
PROTECTION

HYBRID DESIGN TO
BE WORN AS MID
LAYER OR OUTER
LAYER

REINFORCED
HIGH WEAR
ZONES PROVIDE
ADDITIONAL
DURABILITY



HEATING ELEMENT LAYOUT
INCREASES BODY CONTACT



PRIMARY ZONE –
CHEST & BACK
DUAL ZONE –
SHOULDERS

COMPRESSIBLE
LIGHTWEIGHT
CONSTRUCTION



M12™ HEAT ON DEMAND

- 3 Heat settings: One touch LED controller
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- Lightweight & compressible
- Built for layering
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- 8 Hours Low / 5 Hours Medium / 3 Hours High





TOUGHSELL™

STRETCH POLYESTER



M12™ HEAT ON DEMAND

- 3 Heat settings: One touch LED controller
- Heated chest, back, and pocket zones
- Washer & dryer safe construction



TOUGHSELL™ STRETCH POLYESTER

- Abrasion resistant
- Reinforced high wear zones
- Additional insulation in sleeves
- Water & wind resistant
- Freeflex™ mobility gussets



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- Provides up to 8 hours run time
- 8 Hours Low / 5 Hours Medium / 3 Hours High
- M12™ Compact Charger & Power Source



INCLUDES M12TC-0



PRODUCT WALK AROUND

TOUGHSHELL™

STRETCH POLYESTER

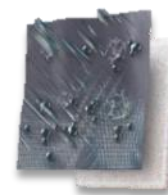
**TOUGHSHELL™ STRETCH
POLYESTER PROVIDES
WIND & WATER
RESISTANCE TO SURVIVE
THE ELEMENTS**

**FREEFLEX™ MOBILITY
GUSSETS PROVIDE
IMPROVED &
RESTRICTION-FREE
MOBILITY**



**REINFORCED HIGH WEAR
ZONES PROVIDE ADDITIONAL
DURABILITY**

WIND & WATER RESISTANT



**HIGH LOFT POLYESTER
INSULATION TRAPS HEAT**



M12 HEATED HOODIE



M12™ HEAT ON DEMAND

- 3 Heat settings: One touch LED controller
- Heated chest, and back zones
- Washer & dryer safe construction



WAFFLE WEAVE THERMAL LINING

- Traps heat
- Reinforced pocket edges prevent fraying & tearing
- Water & wind resistant
- Hoods fits under hardhat



M12™ REDLITHIUM™-ION 2.0AH BATTERY

- Provides up to 8 hours run time
- 8 Hours Low / 5 Hours Medium / 3 Hours High





PRODUCT WALK AROUND

**WAFFLE WEAVE THERMAL
LINING TRAPS HEAT AND
PROVIDES INCREASED
WARMTH AND COMFORT**



**REINFORCED POCKET
EDGES PREVENT
FRAYING AND TEARING
FROM EXTENDED USE**



**FITTED HOOD PROVIDES
FULL RANGE OF VISION
WHEN WORN UNDER A
HARD HAT**



RIB KNIT CUFFS & WAIST



HYDROBREAK™



HYDROSHELL WATERPROOF JOBSITE PROTECTION

- 10k mm waterproof rated
- Zipper, pocket, and cuff Velcro storm flaps
- Adjustable hood keeps out the elements



2.5 LAYER CONSTRUCTION

- Tear & abrasion resistant ripstop polyester
- 100% waterproof laminated membrane
- Technical printed pattern for comfort & breathability



ULTIMATE PROTECTION FROM THE ELEMENTS

- Designed to fit & function with AXIS™ Heated Jackets
- Pass-thru on left chest for heated control access



PRODUCT WALK AROUND

**ADJUSTABLE HOOD FOR
IMPROVED WEATHER
PROTECTION**



**OVERSIZED VELCRO
ENCLOSED POCKETS**

**ADJUSTABLE VELCRO
ENCLOSED CUFFS KEEP
WATER OUT**

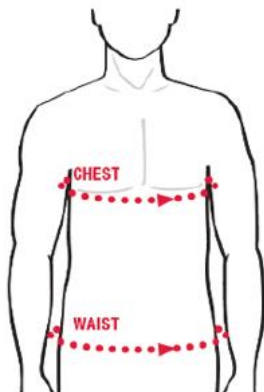
**VELCRO STORM FLAP
ENCLOSURES KEEP WATER
OUT**

**TACTICAL PRINTED
PATTERN PROVIDES
COMFORT &
BREATHABILITY**

Choose Common Sizes to Maximise Sell-Through

Men's Sizing Forecast

- S – 9%
- M – 24%
- L – 32%
- XL – 23%
- XXL – 12%



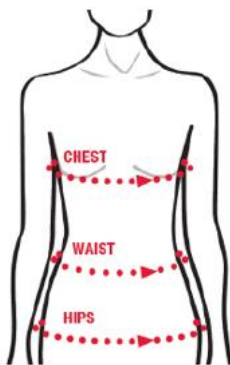
For best fit, measure body at specified points and match measurement to appropriate size range

Regular Fit: Comfortable with room to move
(all men's jackets, hoodies, & vests)

SIZE	S	M	L	XL	XXL
CHEST (cm)	96.5 – 101.6	101.6 – 106.7	106.7 – 111.8	111.8 – 116.8	116.8 – 121.9
WAIST (cm)	76.2 – 81.3	81.3 – 86.4	86.4 – 91.4	91.4 – 96.5	96.5 – 101.6

Women's Sizing Forecast

- S – 25%
- M – 30%
- L – 23%
- XL – 14%
- XXL – 8%



For best fit, measure body at specified points and match measurement to appropriate size range

Regular Fit: Fits true to size
(all women's jackets & vests)

SIZE	S	M	L	XL	XXL
CHEST (cm)	83.8 – 88.9	88.9 – 94.0	94.0 – 99.1	99.1 – 104.1	104.1 – 109.2
WAIST (cm)	71.1 – 76.2	76.2 – 81.3	81.3 – 86.4	86.4 – 91.4	91.4 – 96.5
HIPS (cm)	86.4 – 91.4	91.4 – 96.5	96.5 – 101.6	101.6 – 106.7	106.7 – 111.8

EMBROIDERY

M12™ Heated Gear must be embroidered in certain areas to AVOID DAMAGING HEATING ELEMENTS.

- M12™ TOUGHSHELL™ Jackets, M12 AXIS™ Jackets & Vests, and M12™ Heated Hoodies can be embroidered above the yoke seam or on the sleeves (see below)
- Always consult the person performing the embroidery and reach out to the Milwaukee Marketing team with any additional questions.



Screen Printing/Laminating can be performed in the same areas, as long as the application temperature doesn't harm the garment material



FREQUENTLY ASKED QUESTIONS

How do you turn the M12™ Heated Gear range on?

Press and hold the M12™ Button or Pockets Button for 2 seconds to turn on. After the jacket or vest is on, each press will change between High, Medium, and Low heat settings.

What do the button colors represent when changing the heat setting?

Red = High, White = Medium, Blue = Low

What products ship with a M12™ Compact Charger & Power Source (M12TC-0)?

M12™ TOUGHSHELL™ Heated Jackets (Black, Grey) and M12 AXIS™ Heated Jackets (Black, Olive Green, Black Women's). The M12 AXIS™ Heated Vests and HYDROBREAK™ Jackets do not ship with the M12TC-0. The HYDROBREAK™ Jacket is not a heated item, falling within the workwear range.

Can M12™ Heated Gear be powered with an M18™ Battery?

Yes, all M12™ Heated Jackets are compatible with M18™ if the user purchases the accessory M18™ Power Source (M18USBPSHJ).

How do I find the correct size for my customer?

Sizing information can be found on packaging, on slide 11.

Where can embroidery be done on M12™ Heated Gear?

Heated Gear products can safely be embroidered above the yoke seam and on the sleeves. See Slide 12 for further information.

Are part numbers for the range the same as previous years?

Yes, each of M12™ TOUGHSHELL™ Heated Jackets, M12™ Heated Hoodies, M12 AXIS™ Jackets and Vests, and the HYDROBREAK™ Rainshell are returning lines. These have the same part numbers as in 2020.