

Reebok CCM ice hockey skates use a temperature label to ensure a custom fit

Reebok CCM in Canada was introducing a new line of ice hockey skates featuring a custom fit and wanted to add a temperature indicator to the skates to ensure that the U Foam foot form technology they were incorporating into the skates is used correctly. Skates would be heated, softening the U Foam allowing the user's foot shape to be molded into the skate.

- **Requirement:** Reebok CCM required a label that would give an indication to the seller that the skates reached the ideal fitting temperature. Label needed to be on the skates during the heating process.
- **Solution:** LCR developed a unique liquid crystal thermometer that covered the requested temperature range, measured surface temperature accurately, was easy to read and cost effective.
- **Product Details**
 - 3 event Liquid Crystal Thermometer
 - 2.50" x .50"
 - Temp range covered: 90-180°F, 30°F increments
 - Permanent grade adhesive
 - Supplied in packs of 100 pieces
 - Colors: Black, White and Red
- **Benefits**
 - Actual individual skate temperature displayed for the seller and user
 - Fitting at proper temperature ensured best fit for the user
 - Solidified them as an industry leader introducing new technology with a commitment to quality



For further information contact sal@hallcrest.com or visit www.hallcrest.com and let us show you what we can do!

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