

Reflectionite® / Cool Cap® Press Resources

Customer Testimonials

Mable & Jim Scott

Punta Gorda, FL / 941-625-5076 / mrscott@comcast.net

“The Cool Cap® has been a godsend for me here in southwest Florida. My car sits out in the sun all day and before the Cool Cap® the steering wheel was so hot and the leather seats were unbearable until the air conditioner finally cooled the inside of the car. Now I can get into the car, even in shorts, and it's not uncomfortable. I don't feel like I'm crawling into an oven. The air inside the car is warm but not hot and the air conditioner works so much faster now. I love the Cool Cap®!”

Donald Durland

Tempe, AZ / d.durland@cox.net

“*GREAT* product! I'm very happy with my purchase! I've not seen anything that blocks the desert sun and heat from a vehicle as well as Cool Cap®. Thanks again.”

Ora Isbell

Arab, AL / 256-586-2786

“I really enjoy my Cool Cap® – it's a wonderful thing!”

Jeri G. Masterson

Houston, Texas / 713.459.0660 / jgalloway21@mac.com

“It's like having a portable garage... now I am not dreading the coming summer!”

John Stratton

Naples, FL / jstra2012@comcast.net

“Your Cool Cap® product is great! I keep it on my car every time it is not moving! It feels great not to get in a car that feels like an oven! Thank you!”

Kylie Oakley
Victoria Australia

In Australia our summers are getting unbearably hot. My Cool Cap® is my savior when I get into my car after work. It's parked in a parking area outside and barely gets shaded. Now with my Cool Cap®, I don't have to worry about my cars interior getting burnt by the hot sun and it's keeping the interior of my car at a comfortable temperature. The amount of heat the Cool Cap® blocks is amazing.

My friend who has kids just got one also and she is so happy - the kids can get into the car and they even help me put on the cover when we are out and about. The ease of putting the cover on and off is great - it really lives up to the name 'Cool Cap®'.

Allan Walsh
Melbourne Australia

Now with my Cool Cap®, I can get into my car, touch my steering wheel and gear stick and drive off comfortably. My Air Conditioning also works more efficiently. It's an absolutely great product which I will keep in my car forever.

Stuart Vowles
Queensland Australia

Worked Fantastic on my car with some really blistering days this summer. Great Product, highly recommended to combat the Aussie Heat. It's also so easy to fit to my SUV, only a minute or 2 and I'm covered from the heat all day.

Mike Tuggle
Sporting Dog Owner and Field Trial Enthusiast
Rhiebeck, NY / 845.876.3770

We regularly cover our cars, SUVs, and vans with Mylar greenhouse covers, emergency blankets, and similar products – the Cool Cap® is perfect for us!

Subject Matter Experts

Dr. Kenneth J. Voss

Professor and Chair

Department of Physics

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Coral Gables, Florida

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Dr. Voss has tested the product and is an expert on the directional properties of light.

Jim Fusco

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Jim Fusco can confirm our temperature comparison chart comparison. He performed certified testing on our product.

GARDCO distributors, producers and designers of physical testing instruments for the paint, coating and related industries. Such as automotive, aerospace, specialty chemical, petroleum, plastics, pharmaceutical and food. Quality control instruments used for laboratory, field-testing, and measurement.

Josh Sauer

C/K Auto

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Lighthouse Point, FL 33064

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Phone: 954-785-9855

C/K Auto has extensive experience using Cool Cap Heat Blocking Car Covers® on their used car lot. They are a Cool Cap® test site.

The Cool Cap® Story

Jimmy Wood grew up in Summit, New Jersey and moved to Florida in 1988 after college to work as a stockbroker at Merrill Lynch in Ft. Myers. Jimmy loved everything about living in Florida, except one thing; getting into a hot car. He quickly found out that suits and hot cars were not a comfortable combination and he set out to do something about it.

As Jimmy says, he “tried everything designed to keep a car cool, sun shades, car covers. He cracked his windows and his car got broken into or swamped by afternoon thunderstorms. He would go out and crank his ac and let the car run, and get a ticket for leaving a running vehicle. The most effective thing he found was to simply look for shady spots... but they were always taken.

Then it dawned on him. He would create his own shade. He would go the auto sun shade a few steps better. He decided to design a reflective car cover that would block the heat from the outside of the car. He would shield 100% of the cabin area, not just the front windshield. And because he already knew that full car covers were “a pain”, he would just cover the roof and glass to make the cover easy to use.

Early on he tested his theory with his own homemade fabric, which consisted of no more than sheets of tin foil glued to a light fabric. It might not have been pretty, but the results were exciting. The concept worked. His brother and future partner, Burke, remembers the first time Jimmy showed him an early Cool Cap® prototype.

“He had been telling me how he could keep a car 90 degrees cooler out in the hot sun, and I thought he was full of it. He parked his car right out on the beach in Sanibel, put on his homemade Cool Cap®, and let it bake. When I got into that car a few hours later I was shocked; it was as if the car had been parked in a garage. I became an immediate believer. From then on, I wanted in.”

So the stockbroker learned to sew, measure and cut patterns. He learned about manufacturing laminated fabrics and tested his own fabric formulations. He waited for test runs, and then field tested the fabrics, and then did it all over again, and again. In stops and starts, his Cool Cap® dream slowly came together. And finally in 2008, with a fabric and universal pattern he was finally satisfied with, manufacturing resources found, and an initial manufacturing run sitting at their fulfillment house, Jimmy “Cool Cap” Wood and his Heat Blocking Car Cover were finally ready for their close up. Jimmy personally launched his Cool Cap® in July 2009 with a direct response television campaign that resulted in sales in more than 37 states, Canada and Puerto Rico. Many of his early customers say they have “been looking for something like this for years!” Well.... sometimes that’s what it takes.

In The News

10/10/2009 - Detroit News: 'Cool' car rules could affect radios, phones

Website: <http://detnews.com/article/20091010/AUTO01/910100321>

3/26/2009 - California Air Resources Board Wants to Ban Black Cars

Website: <http://www.techcrunch.com/2009/03/26/california-may-ban-black-cars/>

Their presentation included:

http://www.arb.ca.gov/cc/cool-cars/cool_cars_15may2008_elmonte.pdf