



Sporting Goods Business

Summer 2009

Sock Shock

Featuring: tekoMERINO Summit Light Minicrew

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SOCK Shock Socks Continue to be an Integral Part of Every Athlete's Footwear Arsenal

Because athletes are under the weather and many opportunities that are available during colder seasons including wearing socks, which is multiple, shifting from, whereas...
along a part in changing the way the athlete performs...
hand, athletes in Performance Compression Socks with CoolMax® technology at Outdoor Retailer Summer...
Compression technology is being introduced by a variety of manufacturers to make and wearing appears to provide the athlete with the best possible support in which to perform...
The new products that Footwear showcases this year...
athletic performance among the...
range from the manufacturer's point...
of view. New products have...
been recently started using...
and UP that feature "No more the...
socks it has a really soft hand and a...
the manufacturer is there to support...
and regulating temperature...
the socks from the Spring 2010 line...
to many environmental benefits...
socks are made of organic...
COTTON® and reinforced with...
the specific sock during their...
response to P&G performance sock...
of P&G. New features have...
to fit athletes and NOW "No...
The temperature regulation...
for their natural thermographic...
socks regulate release or absorb...
of these technical than ever. New...
and design for Spring 2010...
includes a variety to help a lot

FRANK HUGELMEYER
OIA PLANS FOR THE NEXT 20 YEARS

APPAREL TRENDS WHAT'S HOT FOR 2010

WHO MAKES THE CUT? SGB RETAIL TOP 100

Teko is showcasing socks from its Spring 2010 line that are focused on staying environmental friendly. The tekoMERINO™ socks are made of organic, chlorine-free tekoMERINO™ and reinforced with recycled tekoPOLY™, a 100% recycled, quick-drying fabric.

However, summertime also brings stifling heat and sticky humidity, both of which create an entirely new set of challenges for apparel manufacturers. To control these environmental changes, sock manufacturers have developed moisture-wicking and temperature regulation technologies. Sock manufacturers Injinji, Feetures!, Teko are bringing new products to market that tackle these problems head-on – all while remaining eco-friendly.

The new **tekoMERINO™ Summit Light Minicrew** provides light cushion and wicking power in a shorter sock that is made of chlorine-free, undyed, organic tekoMERINO™. **MSRP: \$14.95.**

