



THERE ARE
138,435
FEET IN A MARATHON.

HOW YOU COVER THE FIRST TWO MATTERS MOST.

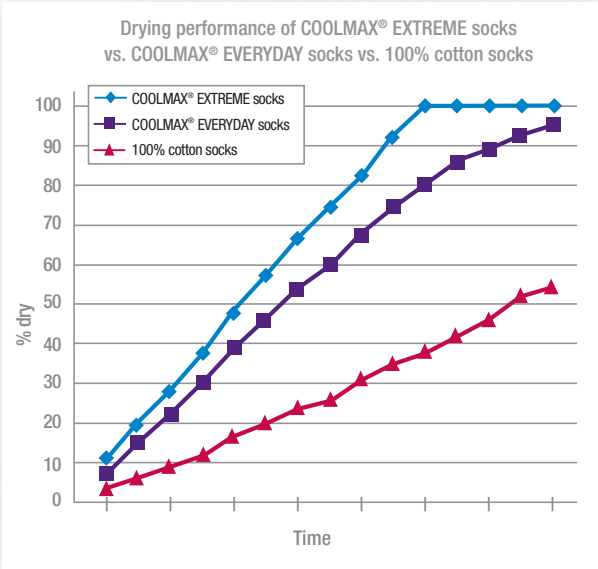
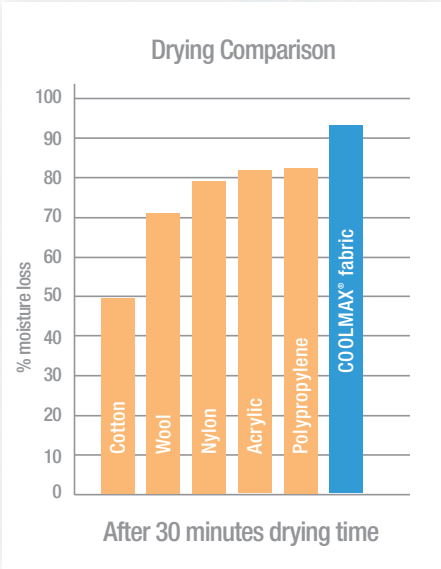
PERFORMANCE IS NO SWEAT.
COOLMAXbrandssocks.com



93% of runners say that socks with the COOLMAX® brand are more desirable than socks without.*

Consumer Awareness

Both runners and golfers are familiar with COOLMAX® fabric. It's recognized by 51% of women and 41% of men.



What makes COOLMAX® socks unique?

Quick Drying

COOLMAX® sock technology enables moisture to reach the fabric's outer surface where it evaporates quickly.

Cool Comfort

COOLMAX® socks effectively move perspiration away from the surface of the skin. The thermoregulatory effect of moisture transport helps keep skin temperature low, allowing the wearer to feel cooler and more comfortable.

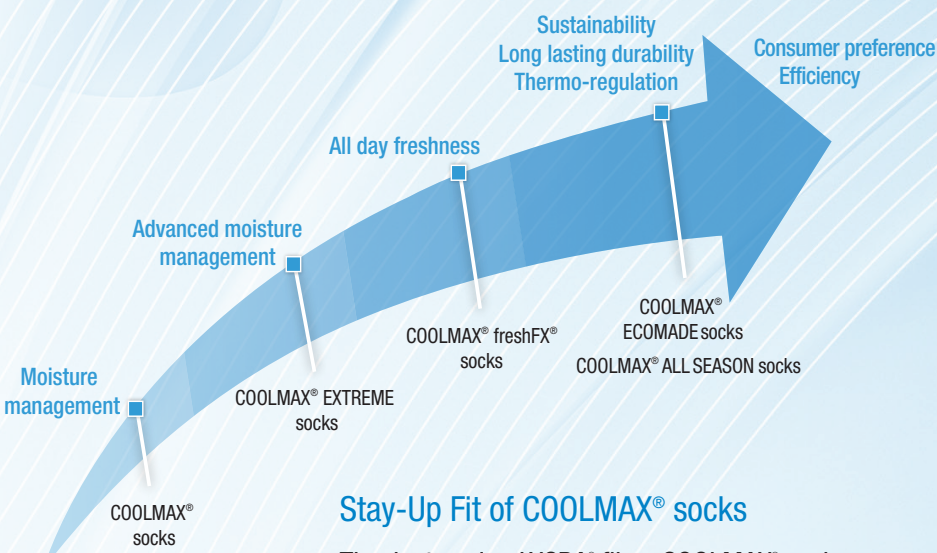
Evaporative Cooling

Modified cross sections of the COOLMAX® sock fiber create a large surface area, versus circular fiber. The larger the surface, the faster the rate of evaporation. Evaporation causes cooling.

Durable Performance

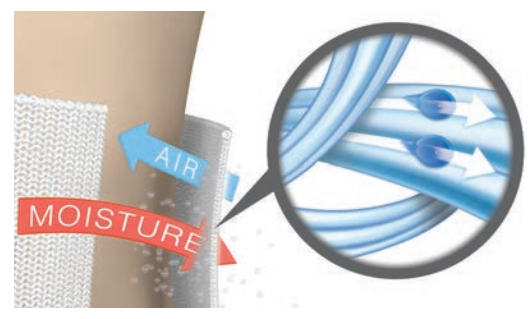
The moisture management performance of COOLMAX® socks is inherent to the fiber structure itself; therefore, the performance cannot be washed off.

Innovation Platform	with synthetic fibers		with natural fibers	Product Offer
	70% minimum content COOLMAX® EXTREME socks	40% minimum content COOLMAX® ACTIVE socks	30% minimum content COOLMAX® EVERYDAY socks	
COOLMAX® socks THE ORIGINAL FOR OVER 25 YEARS	●	●	●	T729W / T702W
COOLMAX® ECOMADE socks CONTAIN FIBER MADE FROM RECYCLED RESOURCES	●	●	●	T704EF
COOLMAX® ALL SEASON socks DUAL PERFORMANCE: QUICK DRYING + HOLLOW CORE INSULATING		●		T729W / T727W
COOLMAX® freshFX® socks SILVER-BASED TECHNOLOGY FOR ALL DAY FRESHNESS AND COOL, DRY COMFORT	a single performance level			T729AM / or topical treatment



Stay-Up Fit of COOLMAX® socks

Thanks to using LYCRA® fiber, COOLMAX® socks are designed to retain the fit and shape your customers love step after step, wash after wash.



COOLMAX® fiber technology actively draws moisture away from the skin surface, dispersing it so that it can evaporate rapidly, thus keeping you feeling cool and dry.

COOLMAX® socks deliver performance and comfort through the use of modified polyester fibers with special micro channel cross sections.

Creating COOLMAX® socks

Step 1 – SPECIFY

Ask for COOLMAX® fiber in your socks.

Step 2 – KNIT

Use only INVISTA approved quality standards to knit socks.

Step 3 – USE LYCRA® fiber

It is a brand requirement to use LYCRA® fiber in COOLMAX® socks.

Step 4 – FINISH

Use appropriate finishing conditions to finish socks. No silicone softeners.

Step 5 – TEST

Test the socks against demanding performance standards at an INVISTA lab for free. Please complete our online submission form at www.legwearbranding.com.

Step 6 – PERFORMANCE LEVEL STANDARDS

Qualify for COOLMAX® sock branding by meeting INVISTA performance standards.

Step 7 – LOGO

Use the COOLMAX® sock logo on the package front. Ensure that the “performance level” is referenced on the package in text or in a graphic.

Step 8 – CARE

Machine wash and dry. No silicone-based dryer sheets or liquid softeners.

Step 9 – LABELING REQUIREMENTS

Comply with labeling requirements. The correct generic for COOLMAX® fiber is polyester.

The COOLMAX® brand may be used as a fiber descriptor in content labeling; e.g. 70% COOLMAX® polyester.



Packaging Guidelines



Option 1

When featuring the COOLMAX® sock logo:

- Logo must be 1" or larger



- Sock performance level must appear on the package:

- As text (see copy examples) OR
- As graphic

COOLMAX® ACTIVE socks



Option 2

When featuring the COOLMAX® sock with a performance level:

- Logo must be 1.5" or larger for legibility



- Reinforce the performance level in text (see copy examples)

COOLMAX® sock Branding

HANGTAGS – For qualifying socks with a valid yarn invoice, COOLMAX® sock hangtags can be ordered free of charge at www.hangtags.INVISTA.com.

PACKAGING – Use of the COOLMAX® sock logo requires a signed Trademark License Agreement and INVISTA approval of the final package. Please reference our Brand Guidelines for correct usage.

LEGAL LINE – COOLMAX® and LYCRA® are trademarks of INVISTA.

FIBER CONTENT LABELS – The correct generic for COOLMAX® fiber is polyester. The COOLMAX® brand may be used as a fiber descriptor in content labeling; eg., 70% COOLMAX® polyester.

Copy Examples for COOLMAX® socks

- Count on socks from *Brand X* featuring COOLMAX® fiber technology for EXTREME comfort and performance.
- These COOLMAX® ACTIVE socks contain four-channel proprietary fibers engineered to wick moisture away from the skin.
- COOLMAX® ACTIVE socks by *Brand X* are the smart choice for keeping your feet cool, dry and comfortable.
- COOLMAX® EXTREME socks by *Brand X* will wick moisture away quickly so your feet stay cool and dry.
- COOLMAX® socks wick moisture faster than socks made from cotton, wool, acrylic or nylon.
- *Brand X* socks, engineered with COOLMAX® fiber technology, transport moisture away from your feet so they stay dry and comfortable.
- Start feeling the cool, dry comfort of *Brand X* socks, featuring COOLMAX® fiber technology.
- Dry feet are cooler feet and COOLMAX® socks keep you drier, faster.

To learn more about COOLMAX® socks or to contact a marketing representative, please visit the "Contact" page of COOLMAXbrandssocks.com.

