



**WHO:** Injinji offers performance toe socks, or “tsoks,” that are designed to enable the human foot – from the heel to the five toes – to function naturally and efficiently inside a shoe.

**WHAT:** Life is performance, and therefore the human feet are constantly functioning. To enhance the function and freedom of the foot while inside a shoe, Injinji set out to redesign the basic structure and shape of the traditional sock. The result is the performance toe sock -- an interface that combines the comfort and dexterity of bare feet with the protection of a seamless sock. While conventional socks work against the foot’s natural form and function by forcing the toes to work together as one unit, the tsok enables the toes to remain separate, and perform their intended function of facilitating proper balance, posture and gripping. Additionally, because tsoks encase each toe separately, thus eliminating friction between the toes, they protect against common foot problems such as blisters, hot spots, moisture buildup and neuromas.

**HISTORY:** Injinji was formed in 1999 when the Romay brothers, Joaquin and Randuz, saw improvement potential in the traditional sock and set out to redesign its shape and structure with pure and simple intentions: “We wanted to create the best possible interface that allowed the entire foot to perform naturally and freely inside shoes, just like being barefoot.” From this idea, the performance toe sock was born. Injinji now offers several series of tsoks – in styles specifically for Performance, Outdoor, Comfort and more.

**MARKET:** Injinji offers tsoks for every performance facet of life – from casual use to running a marathon. Available for both men and women in a variety of styles, the tsoks appeal to all types of toes.

**PRODUCTS:**

- **Performance:** Five-toe socks featuring moisture-wicking CoolMax® fibers encased in a durable nylon fiber outer shell, ideal for running, walking, cycling, track and field and more
- **Outdoor:** Ultra-comfortable five-toe socks with moisture-wicking NüWool™, perfect for trail running, hiking, mountain biking and other adventure sports
- **Eco:** Environmentally-conscious five-toe socks made with 70% organic cotton or 70% naturally antimicrobial NüBamboo™ for a healthier “tsok” and planet
- **Liner:** Five-toe base-layer socks designed to keep feet cool, dry and protected when used under a traditional outer sock
- **Comfort:** Five-toe socks offering everyday comfort thanks to a superior fit and fine, combed mélange cotton
- **Split-Toe:** A year-round sock designed with a space between the big toe and second toe ideal for use after sports, with flip-flops or just around the house
- **Other Gear:** Performance gloves featuring Tetrafleece™ technology and performance race hats made with CoolMax®

**DISTRIBUTION:** Injinji tsoks are available at REI stores and numerous authorized outdoor, running and specialty sport shops nationwide, in addition to select international locations.

**KEY EXECUTIVES:** Joaquin Romay, cofounder and president  
Randuz Romay, cofounder and director of marketing  
Christine Battenfield, cofounder and CFO  
Jan Kimbrell, general manager and VP of sales

**LOCATION:** Injinji is headquartered in San Diego, CA

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