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## Dahlgren® Footwear Stands Out in the Sock Aisle with Fresh Packaging *Leading Performance Sock Maker's New Look & Logo for 2012-13 is a 'Plus' for Discerning Consumers*

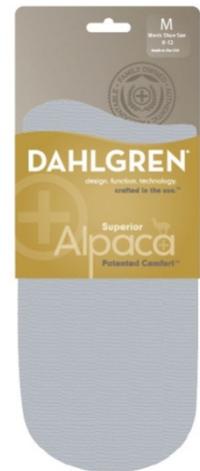
WEST LINN, OR (July 30, 2012) - [Dahlgren Footwear](http://DahlgrenFootwear.com), maker of the original moisture management sock for outdoor performance and mastermind behind seven sock technology patents, freshens up its branding platform with a dynamic and demonstrative new logo and package design to pair with its expanded 2012-2013 line of superior socks for casual, dress, sport and outdoor categories.

The comprehensive repackaging effort features the new "Plus" (+) symbol – seen in the Alpaca+ and Merino+ lines – as well as detailed product information and illustrations designed to appeal to a more modern consumer aesthetic and to help communicate to shoppers the enhanced nature of Dahlgren sock fibers.

"When we say 'alpaca and merino,' we actually mean much more than that," says President Kris Dahlgren. "Beyond using two of nature's softest and most effective moisture absorbing and thermo-regulating fibers, we integrate our patented [Dri-Stride® Tech system](#) with ECO-Dri™ fiber to *move* absorbed moisture away from the foot and *remove* it from the shoe. Our new logo is a nod to this 'above-and-beyond' construction, technology, and comfort found in each of our socks."

The **Alpaca+** line, featuring the naturally soft, thermo-regulating, and moisture-wicking properties of alpaca wool, Merino wool, and the Dri-Stride® Tech system, provides a step up in luxurious comfort and support for outdoor and athletic activities as well as casual pursuits.

The 'Plus' symbol can also be seen in the new **Merino +** collection of thin, lightweight, Dress Casual socks for men featuring fine gauge Merino wool combined with the proprietary Dri-Stride® Tech system. Offering a streamlined, non-bulky fit, and stylish accents appropriate for office and leisure attire, the Merino + socks provide patented comfort and technology at an affordable, everyday price.



The full Dahlgren Footwear line for 2012-2013 features Alpaca+ and Merino+ socks in a spectrum of weights, heights and designs for men and women to meet the needs of both casual and athletic applications.

Family-owned and operated **Dahlgren Footwear** was founded in 1978 as the original maker of moisture management socks for athletes. Using the multi-patented Dri-Stride® Tech system, which combines superfine alpaca (three times stronger and ten times more insulative than wool) for perfect thermal regulation; merino wool to provide all-day resilience; and separate zones of hydrophobic Eco-Dri™ to remove absorbed moisture, Dahlgren offers the only active moisture management process available in a sock. The U.S.-produced Dahlgren line includes comfortable, high-performance socks for outdoor and snow sports, running and casual wear.

Dahlgren Footwear is available at international retail locations as well as online. Interested dealers can contact Kris Dahlgren at (800) 635-8539 or [kris.d@dahlgrenfootwear.com](mailto:kris.d@dahlgrenfootwear.com), or visit [www.DahlgrenFootwear.com](http://www.DahlgrenFootwear.com) for more information. Media interested in more information, samples or images may contact On the Horizon Communications at (805) 773-1000, or [holly@thepressroom.com](mailto:holly@thepressroom.com).

