

FOR IMMEDIATE RELEASE

Dahlgren Footwear Makes Strides with New Performance Socks for the Street, Slopes and Beyond for Fall/Winter 13-14

Patented Moisture-Management Construction Covers all Sock Experiences, from Casual to Expedition

WEST LINN, OR (December 11, 2012) – [Dahlgren Footwear](#), maker of the original moisture management sock for outdoor performance since 1978, strides into Fall/Winter 2013-14 with the new **X2** Expedition sock, along with new and updated snow and casual styles for men and women. *Every* sock in the line features Dahlgren’s **Dri-Stride®** patented construction (*see inset*) for superior technology and performance to keep feet dry, comfortable and blister-free.

“The 2013-2014 Dahlgren Footwear line does what no other sock company attempts: it offers our patented moisture-management construction and performance technology in every sock, from casual styles to expedition socks,” says Dahlgren Footwear President Kris Dahlgren. “And to top it off, all of our socks are made in the U.S. with an eye on quality construction and materials.”

Featuring improved low-profile seams, bulk-free fit, sculpted cushioning and a beautifully soft hand, Dahlgren says the line addresses the demands of modern consumers by providing the highest quality, comfort and performance – whether for the conference room or the ski slope – and in colors and designs that express their vibrant lifestyles.



Pictured: Transit Men

New Styles - X2 and Transit

The knee-high **X2**, Dahlgren’s new generation of the Expedition sock, offers full sculptured cushion and equal parts alpaca and merino wool in the absorption zones for additional warmth and insulation, and separate zones of Dahlgren’s Dri-Tech in the transfer zones to remove moisture. The design, features a two-tone, cross-cutting color pattern, and comes in charcoal-black, brown-tan or eggplant-tan.

In the casual category, Dahlgren rolls out the new men’s and women’s **Transit** sock in a bulk-free, yet comfortable half-cushion weight and bright new colors like maple, olive and navy to fit in nicely with work and casual wardrobes. **For men**, the crew-length Transit performs with bold hues in a multicolored, horizontal-stripe pattern as well as a tri-color design featuring intersecting dashed lines. **The Transit for women**, in knee-high or crew, toes the line between maven and minx by adding a polka dot pattern to the top of the horizontal-striped design.

Updates - Sno

The 2013 line re-introduces knee-high snow socks in padded or cushion-free styles for a bulk-free fit. The **Women’s Sno** offers a padded shin panel that protects legs during black diamond action and pops with a stacked-

circle pattern, while the cushion-free **Women's Sno Comp** features thick blocks of multi-colored stripes. Both socks offer cool color combos like eggplant and thistle or deep teal and atmosphere.

The **Men's Sno**, available in a knee-high length with a shin cushion, brings style to the slopes with variegated horizontal stripes and a solid black or navy base, while the **Men's Sno Comp**, knee-high, no cushion, offers hues like maple, mineral, citrine and persimmon in broad blocks of color.

Updates - Casual

Spicing up Dahlgren's lightweight, casual line, the women's **Metro Stripe** (crew) now features tri-colored horizontal stripes, while the **LuckySocks** (knee-high) feature the popular argyle pattern in fresh color combinations such as navy, olive and persimmon. The **Transit Confetti** (knee-high) receives a similar refreshed look with navy, black or brown options, splashed with multi-colored polka dots.

Other sock categories continuing from 2013 include ultra light trail, multisport compression, light hiking, hiking, running, and backpacking.

U.S. produced Dahlgren Footwear offers comfortable, high-quality, high-performance socks for outdoor, snow sports, running and casual categories, and is available at international retail locations as well as online. For more information, visit www.DahlgrenFootwear.com. Media interested in interviews, samples or images may contact On the Horizon Communications at (805) 773-1000, or holly@thepressroom.com.

DAHLGREN PATENTED CONSTRUCTION

The patented **Dri-Stride®** construction ABSORBS, TRANSFERS and REMOVES moisture through strategically placed fibers and specially designed zones.

ABSORPTION: The absorption zones – located in the **toe, heel, and wicking rings** – are made from natural fibers: 70% merino and 30% alpaca. Merino wool naturally provides softness, absorption, and thermal adaptability, while the cashmere-soft alpaca offers greater durability and resilience, with a low friction coefficient that helps resist blisters.

TRANSFER: If the socks contained only natural fibers, absorbed moisture would remain in the shoe, with little chance of evaporation. Instead, Dahlgren adds Dri-Tech™ to the **arch and instep** of the sock to create transfer zones that move moisture up and out of the natural-fiber zones using capillary action.

REMOVAL: Dahlgren also strategically places Dri-Tech™ on the **leg** of the sock to allow moisture to evaporate faster and more efficiently.

