

New Wool Socks Collection Elevates Performance Benefits

by Genevieve Scarano August 3, 2016

Cocona and Point6 are coming together to launch a line of advanced legwear.

The Colorado-based companies collaborated on wool socks powered by Cocona's 37.5 technology. Merino wool, when combined with 37.5 nylon, creates a high performance sock that's a hybrid of comfort and odor control. The advanced collection will allow consumers to keep up their athletic lifestyles without compromising functionality.



"Wool is Mother Nature's miracle fiber, thanks to moisture, temperature, and odor controlling properties," said Point6 CEO Peter Duke. "Bringing 37.5 technology fiber into the mix elevates wool's benefits to a whole new level."

Taking control of the foot's microclimate improves cooling and extends overall comfort range. A University of Colorado, Boulder Physiology Department study showed that changing from a wicking shirt to a 37.5 shirt reduced an athlete's core temperature, yet lengthened their performance. Now with the partnership, wool socks will receive the same abilities.

Cocona scientists and the Point6 team worked together to combine nylon with 37.5 particles. Once 37.5 nylon is layered with 100 percent compact spun merino wool, the sock reduces sweat even during the highest forms of cardio fitness.

Active particles found in 37.5 fiber won't wash out, since they are permanently placed in the socks' nylon fabric. Eight hundred percent more surface area is provided to the fiber by these active particles, sourced from coconut shells and volcanic sand. Both materials speed evaporation and reduce dry-time by capturing heat from the body's infrared energy.

"Peter Duke has had a long and successful history as an innovator with merino wool, so it was exciting to partner with Point6 on this development," said Cocona CEO Jeff Bowman. "The product they've created is fantastic; 37.5 fibers pair very well with natural fibers, turbocharging the inherent properties of merino."

Point6 will release nine 37.5 technology sock styles for Spring 2017.