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## Cocona, Point6 Team for Performance Socks

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Point6 and Cocona have partnered on a line of wool socks that will use Cocona's proprietary 37.5 technology.

Merino wool is one of the top choices for performance fabrics in the outdoor industry, so combining it with 37.5 nylon will up the ante, the companies said, creating a sock that delays the onset of sweat, dries faster, increases comfort and helps control odor.

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

Managing the microclimate next to the foot extends the user's comfort range and improves cooling. A study conducted by the Department of Physiology at the University of Colorado, Boulder reported that by changing from a traditional wicking shirt to one featuring 37.5, athletes extended their performance and reduced their core temperature build up.

The team at Point6 worked with scientists from Cocona on the right combination of 37.5 particles with nylon. By layering the 37.5 nylon between 100 percent compact spun New Zealand merino wool, Point6 can produce a sock that maintains a comfortable level of humidity by delaying the onset of sweat and drying faster, even during high-intensity exercise, the companies said.

Jeff Bowman, ceo of Cocona Inc., said of Point6: "The product they've created is fantastic; 37.5 fibers pair very well with natural fibers, turbocharging the inherent properties of merino."

The active particles in the 37.5 fiber are permanently embedded in the nylon fabric of the socks and won't wash out. These particles provide 800 percent more surface area to the fiber, Cocona said, to remove moisture vapor. The particles are naturally derived from coconut shells and volcanic sand.

Point6 will introduce nine styles for spring 2017, plus several tactical styles that are being developed for the military. Price points range from \$18.85 for low-cut models to \$25.95 for crew socks with cushioning.



*A look from the new collection.*