

Cocona® 37.5® and Point6 Announce Partnership for New Line of Advanced Wool Socks

New collection enhances wool benefits to extend increase performance and comfort

STEAMBOAT SPRINGS, CO – Aug 2, 2016: Point6 and Cocona® announced today an exclusive partnership for wool socks powered by 37.5® technology. Merino wool is one of the top performance fabrics in the outdoor industry, so combining wool with 37.5 nylon creates a higher level of performance 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,” says Peter Duke, Point6 CEO. “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. An in-depth study conducted by the Department of Physiology at the University of Colorado, Boulder reported that by changing from a wicking shirt to a 37.5 shirt athletes extended their performance and reduced their core temperature build up. This same technology can now be found in socks.

The team at Point6 worked with scientists from Cocona to perfect the combination of 37.5 particles with nylon. By layering the 37.5 nylon between 100% compact spun New Zealand Merino wool, Point6 can make a sock that maintains a comfortable level of humidity by delaying the onset of sweat and drying faster, even during high-intensity exercise.

“Peter Duke has had a long and successful history as an innovator with merino wool, so it was exciting to partner with Point 6 on this development,” said Jeff Bowman, CEO of Cocona Inc. “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 patented 37.5 fiber are permanently embedded in the nylon fabric of the socks and won’t wash out. These active particles provide 800% more surface area to the fiber, while providing a unique driving force to remove moisture vapor unlike any other technology. The particles, naturally derived from coconut shells and volcanic sand, capture heat from the body’s infrared energy to speed evaporation and significantly reduce dry-time.

“Adding 37.5 technology to our socks makes Point6 a far superior product to all other wool socks,” says Duke. “Period!”

Point6 has introduced a complete 37.5 tactical product line developed for mission specific performance.

About Point6 (www.point6.com)

Point6 is a wool innovator, committed to creating the highest quality merino wool socks available. The Point6 Tactical Product line is designed to excel in mission specific performance and temperature and moisture control in a variety of conditions. Point6 is headquartered in Steamboat Springs, Colorado.

About 37.5® (www.thirtysevenfive.com)

37.5 technology was created by Cocona Inc., a world leader in active particle technologies currently used to enhance the technical performance of clothing, footwear and sleep systems. The Company is headquartered in Boulder, Colorado.

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