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## Fabulous Finds

by Lindsay Geier

It's a bird! It's a plane! It's new Zip It Sox by Evan Papel Enterprises, Inc. The ingenious new product is designed for people who just hate to carry around keys, money, or credit cards. They are ideal for running, especially the Sport Sox, which are made with Cool Max to keep your feet dry and cool. But these sox aren't just for running. Available in white or black, they are also great for casual attire. An added bonus is that they're a lot safer than purses or pockets.

"I get so much enjoyment when I see someone's first reaction to Zip It Sox," states owner and CEO Evan Papel. "Immediately, people start to envision themselves using the product. Travelers know they'll feel more comfortable on their journeys knowing that their credit cards and cash are secure in a discreet place; runners and gym-goers look forward to a hands-free workout. It's rewarding to see that they're appreciating the practicality of the item,"

The Zip It Sox come in three different designs. There are the Crew Sox, available in white or black, the Ankle Sox, available in white or the Sport Sox, available in white. Easy-to-install, spinning counter-top displays make it a breeze for retailers to sell Zip It Sox. They

hold a dozen pairs and come with a 6"x9" POP sign and offsetting inventory. Now for those of you with grids or slatwalls, these wire forms are awesome for a small space. They come with one display sock, offsetting inventory and a 6"x9" POP sign. If you don't have your Zip It Sox, make sure to order yours now! For more information or to order: Zip It Sox; 888-4-Zip-Sox; Fax:866-207-2735; [www.ZipItSox.com](http://www.ZipItSox.com)

