

AISLE CHATTER

What's the first thing you're going to do when you get home?



"Hug my baby."
—Wendy Poelin,
Loagworth Industries

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SUMMER MARKET

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DAY FOUR

Zip It Debuts Two Performance Socks

Zip It Gear (Booth 7057) is socking to 'em here in Salt Lake City. The company is introducing two styles in its Sock With A Pocket Line, the Sport Sox and Ultra Lite Sport Sox. "We heard such great things in our test marketing," says Zip It CEO Evan Papel. "We know that we've come out with a real winner."

According to Papel, Zip It created its newest socks using Wellman's Comfortel XP as the primary performance fiber. He says the decision was ultimately an easy one. "After an

exhaustive search," he explains, "we selected Comfortel XP because it offers the wickability and quick drying attributes that our consumers demand, at an accessible price."

Affordability is definitely one of the advantages of Zip It. Indeed, the Sport Sox and Ultra Lite Sport Sox carry a suggested retail price of \$14.99. Papel adds that both are ankle-height, come with a cushioned sole and heel and form-fitting arch, and feature a pocket large enough for ID, credit cards, money and a key.