

# COTTON WORK SOCKS



## COTTON WORK SOCK – 97266 (Black), 97265 (White)



- 01 – WIDE TOP BAND provides comfort and keeps sock in place
- 02 – COMBED RING SPUN FULL CUSHION from top to toe for comfort
- 03 – ARCH AND ANKLE SUPPORT PANEL promotes circulation and reduces foot fatigue
- 04 – FLAT-KNIT TOE SEAM provides comfort
- 05 – ANTIMICROBIAL WASH OR PROPERTIES keeps odors neutralized

CONTENT: 75% cotton, 22% nylon, 2% Spandex®, 1% polyester

UNIT 97261, 97262, 97263, 97264, 97265, 97266, 97273, 97274: 6 Pair  
97268, 97269: (Crew 6 pair bulk pack): 12 half dozen

SIZES 97261, 97262, 97263, 97264: (Low cut, Qtr Crew) 3-6, 6-9, 9-12, 12-16  
97265, 97266: (Crew) 3-6, 6-9, 9-12, 12-16  
97273, 97274: (Over-the-calf) 6-9, 9-12, 12-16  
97268, 97269: (Crew bulk pack) 6-9, 9-12, 12-16

LOW CUT  
COTTON WORK SOCK  
95262 (Black)  
97261 (White)



QUARTER CREW  
COTTON WORK SOCK  
95264 (Black)  
97263 (White)



CREW  
COTTON WORK SOCK  
95266 (Black)  
97265 (White)



OVER-THE-CALF  
COTTON WORK SOCK  
95273 (Black)  
97274 (White)



### DESIGNED SPECIFICALLY FOR THIS CONSUMER AND MARKET...



These socks are for all consumers who wear shoes/boots for their job.

### DESIGNED FOR THESE CONDITIONS AND ENVIRONMENTS...



General Work, Construction, Oil & Gas, Maintenance, Manufacturing, Mining, Assembly/Fabrication

### THIS PRODUCT SHOULD BE SOLD TO THESE ACCOUNTS...



Red Wing Stores  
Red Wing Mobile Shoe Stores  
Branded Accounts

## CARDED OPEN-END VS RING SPUN COTTON

**Carded open-end** is a cheaper way of turning cotton into yarn. In this method, fibers are bound by a wrapped fiber that runs perpendicular to the bundle, whereas in ring-spun cotton, all of the fibers are aligned in the same direction. Up close you can see that carded open-end fiber is bulky, fuzzy and creates an uneven knit.

COTTON YARN FIBER UNDERNEATH A MICROSCOPE



KNIT ZOOMED IN 200x SHOWING SHORT STRAY FIBERS

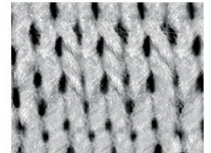


**Ring Spun cottons** are smoother, softer and stronger. They've been through a spinning process that softens and straightens each fiber. Another step up in quality is combed Ring Spun cotton, which is even more refined. After the cotton fibers have been spun, they're combed to remove any impurities or imperfect strands.

COTTON YARN FIBER UNDERNEATH A MICROSCOPE



KNIT ZOOMED IN 200x



### COMPETITIVE DIFFERENTIATION

- Full cushion from top to toe for comfort and absorbancy
- Super soft, combed Ring Spun cotton
- Welt top is ravel free construction
- The heel and toes are reinforced for durability, as well as the hi-heel area which rubs more in shoes
- Extra terry in the heel for more impact protection

### KEY SELLING POINTS

- Cotton is a natural hollow fiber that absorbs moisture and breathes naturally
- Combed Ring Spun cotton is smoother, softer and more durable than Open-End or Ring Spun