


# WHAT DO YOUR SOCKS SAY ABOUT YOU?

What socks reveal  
can help you create  
spot-on branding  
opportunities for  
your clients; plus,  
custom looks go  
the extra mile  
in driving brand  
awareness.



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**C**ustomized socks are a fun and comfy way to build your client's brand message

from the ground up. In recent years, the commodity staple has evolved into an eye-catching fashion statement, with this market segment outpacing the apparel industry's overall growth.

Plain white socks are out. Fun socks that say something about the wearer are in.

Whether peeking out from beneath a business suit, or on full display in a high school basketball game, socks tell a lot about who's wearing them – and provide endless opportunities for customization. No Sweat Specialties is expert at matching the right style, design and features to help brands get the most mileage out of their marketing efforts.

“People usually brand from the waist up,” says Santana Fulp, director of sales and marketing at No Sweat Specialties. “Our socks are an expansion of the wearable category and offer another way for brands to step up their game, beyond the go-to T-shirt.”

Read on to learn how to match the right branded sock with virtually any client in any industry.

# 7 SOCK PERSONALITIES



Style 4-720D

## 1 THE ENTERTAINER

You like to show you're fun, creative and spontaneous, even though you're wearing a dark blue suit. Your socks let the world get a glimpse of your wilder side. No wonder this sock is a top seller for No Sweat.

It works for virtually any industry – tech companies in particular are embracing this look. It makes a great trade show giveaway, and also works well for companies that encourage branded workplace attire.

Creatively placed logos, step-and-repeat patterns and stripes are popular.



Style S20

## 2 PRACTICAL AND FUNCTIONAL

You're laid back, casual and nonchalant. You choose this no-show sock because it's durable, comfortable and performs well. The flat-knit top and super-cushy bottom feels great, is moisture wicking and doesn't weigh you down – its superior quality is built to go the distance.

While some may question the value of a customized sock with a hidden logo, your client won't forget where they got it, and will be reaching for it as soon as it comes out of the dryer. This is No Sweat owner Charles Badgett's personal favorite, especially on the golf course.



Style S530

## 3 COMPETITIVE AND COOL

You're a serious athlete, a super fan and on top of cutting-edge trends. You want all the bells and whistles the pros have for maximum performance. This crew sock has a reinforced heel and toe for those high-impact areas, and extended arch support for additional stability to hold the sock in place, as well as quality construction and moisture-wicking properties.

You like a simple, effective logo combined with the performance-enhancing features that make this sock as critical a part of your training regimen as the shoe you choose.

This is a great sock for school or sports teams, wellness programs, marathon and Iron Man charity events, and corporate team-building activities.

Style 4-450SUB



Style 4-712



Style 4-700C



Style W-501



## 4 LOUD AND PROUD

Over-the-top, flashy, colorful – your socks are a personal shout-out that say “Notice Me.” This tube sock has a heel-free design to allow for full-color sublimation along the entire length of the sock, allowing for a high-impact design no one will miss.

This sock is a fun promo item for a micro-brewery, a game-day giveaway or any event where fun is the ultimate goal.

## 5 MILLENNIAL TRENDSETTER

You’re young, confident and like to make a statement. A typical crew sock doesn’t cut it here. Over-the-calf styles are a distinct style choice for you.

With more than 30 colors to choose from, a full-cushion sock and knit-in logo, this style is popular with sports teams and college organizations. Think concerts, fraternities and sororities, startups or any corporation that employs a large millennial workforce.

## 6 SOLID AND DEPENDABLE

You’re no-nonsense, value comfort and don’t want to think about what to wear. As No Sweat’s most versatile style, this sock will appeal to wearers who want a quality, dependable sock that can be worn anywhere, all day, every day.

An attractive price point, full-cushion comfort and wide range of wear makes it particularly attractive to brands that want their promotional product worn and seen. This is also an ideal self-promo item for distributors. Once people get these socks on their feet, they sell themselves.

## 7 TRAILBLAZERS

Adventurous, energetic and outdoorsy. Whether you’re a mountain climber, hiker or just love being outdoors, you want to step out in breathable comfort, no matter what the conditions. Crafted of locally sourced, fine merino wool, these high-quality socks are prized for their warmth, comfort and durability.

Brands that promote outdoor adventures and activities are natural fits for this particular sock, as well as employees who work in outdoor professions.

# RED, WHITE AND BLUE

No Sweat Specialties has been proudly Made in America since the day it opened its doors in 2001. For more than 15 years, the supplier has produced quality socks from its North Carolina facility, using locally and domestically sourced cotton and other materials.

“To us, Made in America isn’t a commodity – it’s No Sweat’s livelihood,” says Owner Charles Badgett. “It gives our clients comfort that we don’t out-source, and our products won’t be held up at the border.”

He adds, “When customers order from No Sweat, they’re truly helping American manufacturing. These orders not only help us, they also help our supply chain.”

Their loyal customer base appreciates its high-quality performance products, innovative and creative designs, and dependability. No Sweat would like to thank its distributor base for their business, referrals and continued support.

“We do what we say we’re going to do. Period,” Badgett says.

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Charles Badgett, owner,  
No Sweat Specialties





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Santana Fulp, director of sales and marketing, No Sweat Specialties



**NO SWEAT  
SPECIALTIES®**

No Sweat Specialties was founded in 2001 in a 14,000-square-foot production facility. In 2013, the firm expanded into a 36,000-square-foot building as the demand for the supplier's products increased.

While the business employs multiple members of owner Charles Badgett's family, the entire team is one big family. One walk through the production line and you'll see No Sweat Specialties' owner call each employee by name as they work.

The production of high-quality, USA-made, performance products requires many hands, and the success of our company belongs not to one person, but to the team as a whole.

**Visit [www.nosweatspecialties.com](http://www.nosweatspecialties.com) to learn more.**