



Too far. It's never too far.

ACEL looks to make a big splash with their new ground breaking designs at the upcoming Outdoor Retailer Show in Salt Lake City, August 3-6. As the brand has recently expanded its product lines to better serve the needs of the broad active and outdoor markets. They also felt there was a major need in the compression sock industry to improve the fashion aspect of a rapidly growing market space.

"When we began specializing our compression socks to meet the demands of the active consumers across different markets, we quickly realized that there was not only a need for a more specialized product from a function standpoint in these markets, but also from a fashion aspect." per Tom Klein, Co-founder of ACEL. "Current designs at retail really didn't cater to the different styles, personalities, and customers across market segments. They were not reflective to the direction we've seen in other active apparel."

Klein went on to point out that in large part the reason that the compression sock space has stayed so stagnant in relation to design is because many of the larger more established brands have relied on their name alone without the need to innovate. This has left the customer with very few high quality styles and is why he feels ACEL has a huge opportunity to shake up a space that has done very little to match fashion with a highly functional compression sock.

"We're all different types of people with contrasting tastes, styles, and preferences. This is especially true when we look across different active and outdoor markets for example: running to snowboarding, hunting to mountain biking, or hiking to fly fishing. Not to mention the different preferences that range within a particular market between customers," according to Klein. "We felt that customers not only deserved a highly functional product in regards to performance and recovery, but they

also deserved a design that fit them as a person."

To meet this demand ACEL has expanded their product line to offer compression socks in three different styles of Over-the-Calf (OTC), Crew, and Ankle. Each of which will be offered in three different sock weights optimized for the season and activity in Thermal, All Season, and Thin Skin. Additionally, ACEL will offer a Compression Calf Sleeve in Thin Skin with several other products currently in development.



Across these products they plan to roll out hundreds of design options catering to different markets and customer preferences. They are able to accomplish this through their new cutting edge digital print capabilities that no other brand has been able to accomplish, as this is a difficult technology to master with a compression sock product. Digital print will allow ACEL to roll out new concepts at a faster rate, however they will continue to offer traditionally woven designs as well.

ACEL will be showcasing some of these new designs at the Outdoor Retailer Show in August, in the Pavilions at booth number PV2335. Expect to see designs for: running, fitness, general sports, hiking, climbing, hunting, fishing, cycling, winter sports, military, and western markets. To schedule a time to stop by the booth or to learn more now, feel free to contact Tom Klein directly at tklein@acelcomfort.com.

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