



Product Knowledge Document

# Darn Tough



## Still Made in Vermont, USA

After so many decades why do we still knit every pair of our socks here in Vermont? We don't do it because it's the easy thing to do—**we do it because it's the right thing to do.** We do it because for us, it's the only way to do it. There are faster and cheaper alternatives, but nobody ever outsourced anything for quality.



## Our backyard

We live and work in Northfield, Vermont. Our backyard is the **perfect testing ground** to make the finest Premium All Weather Performance Socks. We ski, snowboard, hike, bike, and run in the most unforgiving climate in the lower 48. It is **under these conditions that we design, test and manufacture our socks.**



## One Family

We are family owned. **For close to 40 years** we've been knitting socks here in the Green Mountains of Vermont. We are three generations strong and know how to make socks. **Crafting the world's most comfortable, durable, and best fitting socks** is an ardent skill passed down from father to son. This commitment, this passion, it's in the blood.



## One Mill

We are one mill. Every step of the knitting process happens right here, by us, locally if you will, in Northfield, Vermont. **All-under-one-roof** affords us the **ultimate in quality and control.** It yields a sock that is unparalleled in comfort, durability and fit. "Nobody ever outsourced anything for quality," is why we're still making our socks here in Northfield, Vermont. U.S.A.



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# Materials

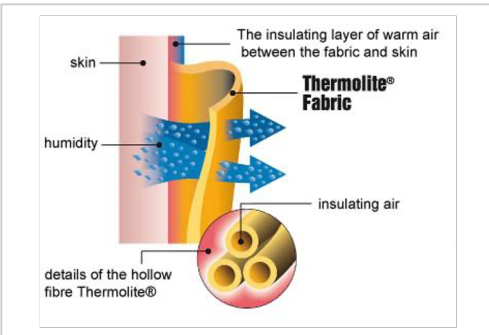


## Merino Wool

We believe Merino Wool is one of the best materials for manufacturing our socks. It is thermo regulated, it stays warm and retains its shape when wet and it's non-itchy and won't stink. We work closely with our suppliers from America and around the world to ensure that we receive only sustainably sourced Merino Wool from sheep that are not exposed to the practice of mulesing.

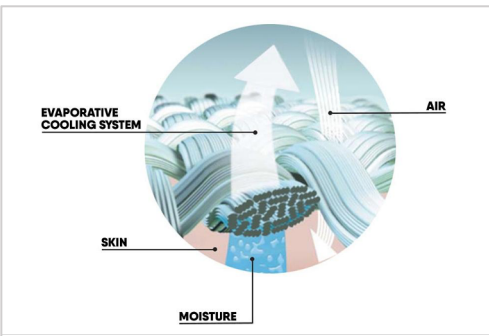
## Thermolite®

A synthetic insulated material specially engineered to provide warmth and comfort without weight. Thermolite® is designed to dry fast and absorb any moisture, while keeping your feet warm when needed.



## Coolmax®

A polyester fabric engineered to move moisture away from your skin and dry fast in warm conditions. It is designed to improve breathability compared with natural fibres.



## Others

Materials like Polyester, Nylon, Lycra and Spandex® are added in certain socks to improve their durability, comfort, breathability and weight.



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## Product categories



Hike / Trek



Run



Athletic



Vertical



Lifestyle



Hunting



Work



Tactical



Junior



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## Weight Classes

Darn Tough Socks come in four distinct weights: Ultra-Lightweight, Lightweight, Midweight and Heavyweight. Weights are determined by the type of yarn used and how the sock is knit.



### Ultra-Lightweight

For the lowest profile socks

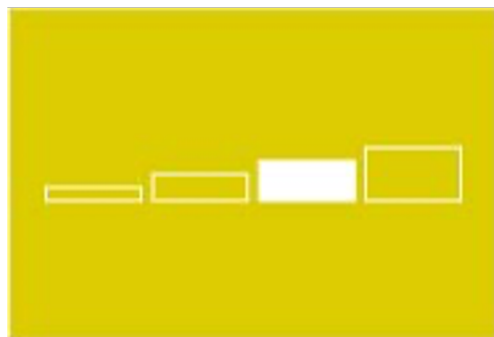
Sock categories : Run, Vertical and Bike



### Lightweight

For most activities

Sock categories : Hike/Trek, Vertical, Tactical, Lifestyle and Athletic



### Midweight

For warmth

Sock categories : Hike/Trek, Vertical, Tactical, Hunt and Work



### Heavyweight

For maximum warmth

Sock categories : Hike/Trek, Tactical and Hunt



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## Cushion Types

A sock's level of cushion and placement is a deciding factor for personal comfort and performance. Terry loops create the cushion and location defines the level.



### No Cushion

Thin knit with no lift from terry loops

Sock categories : Hike/Trek, Tactical, Run, Vertical, Lifestyle and Athletic



### Cushion

Terry loop knit found underfoot and strategic zones

Sock categories : Run, Lifestyle, Athletic, Hike/Trek, Tactical, Hunt, Vertical and Work



### Full Cushion

Cushioned terry loops running the length of the sock

Sock categories : Hike/Trek, Tactical, Work

## Go With The Flow

**Graduated Light Compression** is a go-to for athletes, travelers, and anyone on their feet all day benefitting from the increase in blood flow from the ankles back to the heart. That's been our experience. Add Darn Tough knitting, Merino Wool, and pure savvy and it was time to extend into styles across categories. Strongest at the ankle and lighter as you move up the leg.



### 15-20 mmHg

- The sweet spot, aka All-Day Compression.
- Great for minor or occasional swelling.
- Recommended for reducing swelling and preventing blood clots during travel.
- Most popular in sports — running, gym, you name it.



### Graduated Light Compression

Strongest at the ankle and lighter as you move up the leg. Perfect for a full day.

## Go With The Flow Socks



#1032 VERTEX  
WOMEN'S RUN



#1015 VERTEX  
MEN'S RUN



#1109 ELEMENT  
WOMEN'S ATHLETIC



#1104 ELEMENT  
MEN'S ATHLETIC



#6043 CHAKRA  
WOMEN'S LIFESTYLE



#8010 CAMO  
WOMEN'S SNOW



#8006 CAMO  
MEN'S SNOW



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## Sock Heights



## Size Charts

	Mens		Womens	Euro	UK		Kids
		S	4.5-7	35-37/38	2.5-5	S	9-11.5
S	5.5-7.5	M	7.5-9.5	38-40/41	5-7	M	12-2.5
M	8-9.5	L	10-11.5	41-42/43	7.5-9	L	3-6
L	10-12			43-45	9.5-11.5		
XL	12.5-14.5			46-49/50	12-14		
XXL	15-17			50-53	14-16		



# Lifestyle



No. 1

## Light & luxe

Fine micron yarn construction provides a super smooth feel with a lasting next-to-skin fit.

No. 2

## High density, low bulk

Knit to sacrifice nothing in fashion while maintaining our legendary durability.

No. 3

## True seamless™ toe

Zero bunching that slips seamlessly into any footwear for a long day or longer night.



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# Run



No. 1

### **Keeps the pace**

Our high-density knit keeps everything in full stride and reduces blisters and chafe.

No. 2

### **Full mesh instep**

Breathability and comfort only natural merino wool fibers can provide.

No. 3

### **Next-to-skin fit**

The lightest weight merino wool/lycra® blend for an ultra-run-worthy fit and comfort.



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# Athletic



No. 1

### **Need to vent**

Drop stitch channels vent away rising heat.

No. 2

### **Cushion comforts**

Cushion over the ankle feels great, performs better.

No. 3

### **Get after it**

Increased durability in most common wear zones.



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# Hike/Trek



No. 1

## **A little light ribbing**

The 1x1 knit ribbing is ultra-smooth and will keep everyone smiling for days.

No. 2

## **Hike longer, stress less**

Our signature cushion and durability are staples on thru-hikes and day hikes alike.

No. 3

## **True seamless™ toe**

The feature never noticed because there's nothing to feel but bliss in your boot or trail runner.



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## Vertical



No. 1

### **Variable conditions**

Multiple weights and padding options for warmth and an always-best boot fit.

No. 2

### **Carved out**

Flex zones reduce material, therefore bulk, for streamlined boot fit and mobility.

No. 3

### **True seamless™ toe**

The feature never noticed because there's nothing to feel but bliss in your boot.



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# Material Features

## UNIVERSAL MERINO WOOL



### ALL DAY COMFORT

Silky Merino Wool, high-density knitting, and True Seamless™ Toe provide an incredible fit and constant rebound.

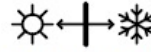
## UNIVERSAL MERINO WOOL



### MOISTURE WICKING

As your body heats, Merino Wool absorbs moisture before it turns into sweat on your skin, and releases it, leaving you dry.

## UNIVERSAL MERINO WOOL



### THERMOREGULATING

There is a natural crimp in wool fiber that provides pockets of insulation—holding and releasing heat dependent on what the body is doing.

## UNIVERSAL MERINO WOOL



### ANTI-MICROBIAL

Odor resistance is unique to wool. The chemical structure stops sweat and bacteria build-up. So go ahead and take a whiff.

## UNIVERSAL MERINO WOOL



### STAYS COOL

Full cushion or none at all, you'll maintain clutch performance at all levels, climates. Believe in nature.

## UNIVERSAL MERINO WOOL



### TRUE SEAMLESS™ TOE

Undetectable seam fusion creates zero bunching for a feature that's never noticed because there's nothing to feel. That's the point.

## UNIVERSAL MERINO WOOL



### DURABLE

More than just a commentary on miles and miles of use, Darn Tough Vermont socks hold snug all day, all week. And miles.

## TACTICAL ONLY



### BERRY AMENDMENT COMPLIANT

All materials are domestically produced in the U.S.A. for preference with government agencies buying goods.

## TECHNICAL FEATURE



### PADDLED CUSHION IN SHIN

Knitting a bit of extra material with terry loops up the leg gives a little extra cushion where impact and abrasion might chip away at comfort.

## TECHNICAL FEATURE



### FULL CUSHION TOE BOX

Terry loop cushion knit under the foot wraps around the top of the toes to provide ultimate comfort in steel-toed boots.

## TECHNICAL FEATURE



### GRADUATED LIGHT COMPRESSION

Mild compression (15-20 mmHg) starting at the ankle reducing toward the calf. Promotes circulation.

## TACTICAL ONLY



### FLAME RESISTANT

Wool is naturally flame resistant and will not ignite like other fibers can. Can it burn? Yes. Does it explode? Not easily.

## COOLMAX®/THERMOLITE®



### GOOD INSULATION

Thermolite® synthetic fibers use a hollow-design that traps air for insulating warmth.

## COOLMAX®/THERMOLITE®



### QUICK DRYING

Since synthetics don't typically absorb much moisture, they are known to dry quickly.

## COOLMAX®/THERMOLITE®



### LIGHTWEIGHT WARMTH

Uniquely shaped synthetic fibers designed to retain warmth without weight.

## COOLMAX®/THERMOLITE®



### CHANNELS MOISTURE

Synthetic fibers feature shapes and technologies that work sweat away from the body and often spread it over a larger surface area to dry quickly.



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## The New Twisted Warn

These new socks are the softest thing we've ever knit. Now, we didn't invent the process that increases the loft and therefore puffy soft comfort, but we did make sure it's going to fit like no other and go the distance...miles or not.



### New Twisted Socks



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# New packaging

## DISSECTION OF PACKAGING

**WOMEN'S**  
Gray for women's styles.

**HEIGHT PROFILE**  
Illustrated and clearly noted.

**CATEGORY**  
Prominent callout.

**MATERIAL**  
Merino Wool, Coolmax® or Thermolite®.

**WEIGHT CHART**  
On the left panel, a quick reference of ultra-lightweight, lightweight, midweight and heavyweight.

**HEIGHT**

**WEIGHT**

**SO GOOD**

**CUSHION**

### CUSHION CHART

Quick guide to cushion level on right panel: no cushion, cushion or full cushion.

**MEN'S**  
Black for men's styles.

**SIZE CHART**  
Includes both men's and women's sizing.

**FEATURE ICONS**  
Merino Wool benefits and other features.

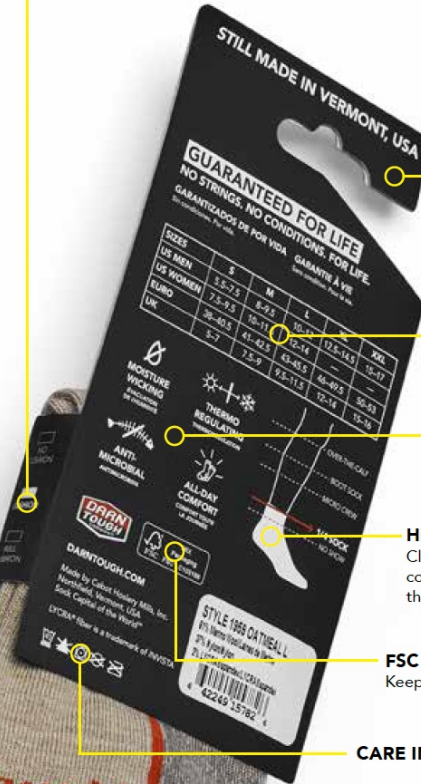
**HEIGHT CHART**  
Clear indication of height and comparison to others within the category.

**FSC CERTIFIED**  
Keeping it sustainable.

**CARE INSTRUCTIONS**



**RE-WORKED CLOSURE**  
A little wider and a little beefier to continually hold after use(s).



**A LITTLE SOMETHING**  
They're not all the same.



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## Warranty



Our **unconditional lifetime guarantee** is simple and without strings or conditions. If our socks are not the most comfortable, durable and best fitting socks you have ever owned, return them for another pair.

## Your questions



The ASM team is always available to answer your questions !

**Accounts Director, Cycling and Footwear**

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