



Product Knowledge Document
Spring 2020

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

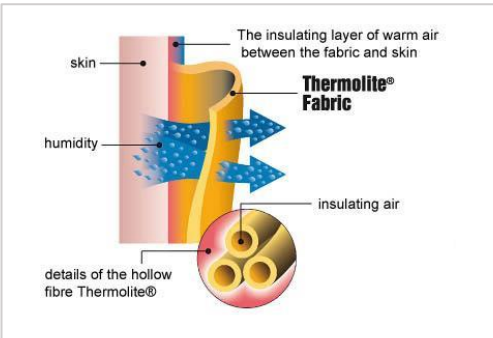


Merino Wool

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.

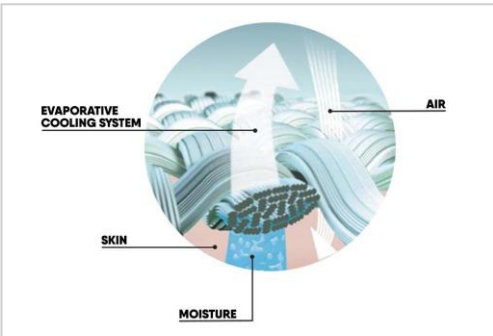
Thermolite®

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.



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

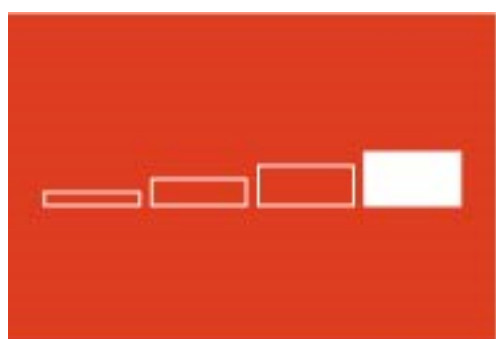
Sock categories : Hike/Trek, Vertical, Tactical, Lifestyle and Athletic



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

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

Women's #6023 Starboard



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

Women's #1019 Vertex



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

Women's #1108 Element



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

Men's #1975 Pinnacle



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

Men's #1899 Alpenglow



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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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 !

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