OUR STORY
It all started in Colorado in 2003. A vision to spread happiness by turning the standard cycling sock into an expressive piece of performance and personality.

MANUFACTURING
Our socks are manufactured 20 feet from our desks. We get to experiment, to play, to perfect, and to ultimately create a beautiful sock that performs.

QUALITY
We stand by every sock we make by choosing materials that fit the needs of the athlete, adding technology that’s purposeful, and wear testing each design to meet our high standards. If a sock doesn’t perform, we will buy it back.

DESIGNED IN COLORADO. MADE IN COLORADO.

Changes! Life is all about changes. We all experience them in both small and large doses. For some, they can come rapid fire and can take you for twists and turns, ups and downs like a ride in the mountains. For others they are few and far between like a road ride across the Great Plains. For my family they have come with Hannah entering High School and Noah charging into Middle School both offering excitement and terror all around. As I write this, Hannah is off to her first High School Football game and I’m wondering how the little girl that wanted pink and purple polka dots on her first sock 11 years ago has turned into such a wonderful young lady. While Noah has embraced America’s favorite past time sport of Baseball, I find myself learning about cutters and knuckle balls instead of cross bikes and Di2.

Changes have hit SOSSOCKS as well. Our new catalog is digital not printed, but you already knew that. We made the leap to a digital catalog to be able to address each market directly, cut down on our footprint and react better to an ever changing market place.

We took on new 200 needle machines with super fancy seamless toe closers. It’s been like going from a commodore 64 to the latest Mac. We also have new yarns and combinations and blends of yarns to further improve our products for those that expect the best. The learning curve is steep but the journey and destination are well worth the effort.

Our staff has also changed and we have welcomed two new designers who bring fresh energy, ideas and a new way of looking at our socks both in design and function. Their early designs have been exceptional and take us in some new and exciting directions. We also added a new inside sales and marketing representative who has renewed the energy level in the entire building and who will be contacting each and every one of you very shortly. It’s a good thing he’s not a coffee drinker as I wouldn’t be able to keep up with a juiced Paul.

Whatever changes you have encountered, remember, you are not alone. Changes happen to everyone whether you’re taking on the highest mountain or cruising on the flats. Just remember your SOS socks for your ride through life and your feet will enjoy the journey. Thanks again for your patronage and we look forward to great 2015.

Cheers,

Steve Tofan, Founder
CYCLING

Photo Courtesy of Michael Robson

ROAD

Bikes not Bombs | 2.5"

Classic 70s Red | 2.5"

Peloton | 2.5"

SOS Classic Black, White | 2.5"

SOS Circuit See Me Green | Naked

SOS Circuit Mid See Me Green, Nightstalker Orange | 3"

SOS Circuit Tall See Me Green, Nightstalker Orange | 7"

SOS Signature Wool Blue, Red, White | 2.5"

Crossroad Black, White | 6"

EM 50 | 7"

Hero | 7"

www.sossocks.com | 866.274.6558
Crime Scene | 2.5"
Share the Road | 2.5"
OTF Stalker Orange, See Me Green | 2.5"
Heart Stopper Killer Yellow | 1"
Camo Neon Orange, Neon Yellow | 1.5"
Camo 7 | Neon Orange | 7"
Top Fuel Wool | 7"
Day Glow by Hannah | 1.25"
Ascent Electric Blue, See Me Green | 7"
3c Naked
Hot Lips | Naked
Waimea Night Glo Pink, Sea Blue | 1.25"
OTF Day Glo Pink | 1.5"
Party Animal | Naked
Top Fuel Wool | 5"
SOS TOOLBOX
VISIBILITY
Urban:
- Bio Fuel | 2.5”
- Medic | 5”
- Steel Cyclist | 6”
- Antique Speed
  - Cardinal, Green | 6”
- Just Ride | 6”
- colorADo | 7”
- ‘Merica | 7”
- OOOPS! | 7”
- Heiter Skelter | 7”
- Split Scene
  - Grey | 7”
  - Wool Green | 7”
  - Towne | 7”

State & Country:
- Canada Eh! White | 2.5”
- Italia | 2.5”
- Paris | 2”
- Ireland Wool | 5”
- Arizona | 2.5”
- California | 2”
- Chicago | 2.5”
- New Hampshire | 2.5”
- New Mexico | 2.5”
- Utah | 2.5”
- Wisconsin | 2.5”

SOS Toolbox:
- www.sossocks.com | 866.274.6558
Angry Eyes | 1.25"
Deadly | 2.5"
Flyng Tigers | 2.5"
Ankle Biter | 2.5"
Bare! | 2.5"
Bolt | 2.5"
Level Up | 2.5"
Universal Peace | 2.5"

Butterflies Cyan/Lime, Purple/Lilac | 1.25"
Lone Wolf | 1.7"
Fight This! Steel Blue | 2.5"
WW | 3"
Chain Face | 2.5"
Human Race | 2.5"
When Pigs Fly | 3"

Bug A Boo | 2.5"
Brew Master | 2.5"
P-51 | 2.5"

Caffeinate me Red | 2.5"
Caliente | 2.5"
Tequila | 2.5"
Too Hot! | 2.5"

Sole Bands Harmony | 3"
Sole Bands Peace | 3"
Sole Trippin’ | 2.5"
Peace | 2.5"

Human Race White, Black | 2.5"

Paris | 2"

WW | 3"
CLASSICS

- SOS Naked I Black
- SOS Sole Tab I Black
- Pitch Wool Blue 2.5"
- Pitch Wool Red 5"
- Pikes Peak Wool Half Cushioned Navy | 4"
- All Star Wool Black, Navy | 5"
- Sock Monkey Wool 5"
- SOS Signature Wool Blue, Grey | 5"
- SOS Naked I Black
- SOS Sole Tab I Black
- B-Series Mid Black/Red, White/Red | 2.5"
- All Star Wool Black, Navy | 5"
- Pikes Peak Wool Half Cushioned Colorado | 5"
- Pikes Peak Wool Half Cushioned Navy | 5"
- SOS Signature Wool Blue, Grey | 5"

SOLE TECH

- Tempo Brown, Grey, Green, Red, White | 2"
- Tempo Piquo Grey/Pink
- Enduro Half Cushioned Brown, Grey, Green, Red, White | 2"
- Tempo Piquo Grey/Pink

SOS TOOLBOX

- Classico Sole
- Tool Tech
- Sock Tech
- Enduro Cushion
Echelon
Black, White, Killer Yellow | Naked
Echelon Compression
Black, White | 2.5"
Echelon
Black, White | 6"
Echelon Compression
Black, White, Killer Yellow | Knee High

ECHELON

OUTDOOR
IDEALS WE SUPPORT

The AllRide Tour is the brainchild of professional mountain bikers Kirt and Lindsey Voreis. After a decade of racing world cup downhill and dual slalom, then filming for popular freeride videos, Kirt came up with the word AllRide as a way to promote all styles of mountain biking. Through the AllRide Tour, Kirt and Lindsey bring their love of mountain biking to people around the globe. They are brand ambassadors, they sponsor kids, they make promotional videos, demo out their products, race and teach clinics. Lindsey travels North America all summer organizing and teaching women’s clinics because she believes mountain biking changes women’s lives and brings out the best in them. The tour is a way to promote the mountain bike lifestyle, rather than being solely focused on racing and winning. Kirt and Lindsey encourage people to get out and be passionate about living this one life to the fullest through riding bikes. We should AllRide. www.allridetour.com

AllRide

The Orbea-Tuff Shed professional men’s off-road cycling team was founded in Boulder, Colorado in 2011. The team brings Denver-based Tuff Shed into the cycling industry by offering the outdoor enthusiast a building equipped to handle bicycle storage with room for gear. The team boasts riders with exceptional racing results in a variety of disciplines. Save Our Soles performance socks are not only the first choice of the Orbea-Tuff Shed team, and a favorite among mountain bike racers alike. Colorado socks for a Colorado team. www.orbeautuffshed.com

Tough Girl Cycling

TOUGH GIRL CYCLING is a non profit group of women that promote active outdoor lifestyles through bicycle racing both regionally and nationally. Tough Girl’s goal is to have fun, stay fit, be competitive, and look great doing it! Definition: tough • girl (tuf • gurl) -n. The ultimate female athlete who rides bikes day in and day out. A tough girl will be found competing in every event in any weather condition around the U.S. A tough girl is a female cyclist who is able to withstand great strain without tearing or breaking; strong and resilient; physically hardy; rugged. syn. Aggressive; strong-minded; resolute; a tough negotiator.

The AllRide Tour is the brainchild of professional mountain bikers Kirt and Lindsey Voreis. After a decade of racing world cup downhill and dual slalom, then filming for popular freeride videos, Kirt came up with the word AllRide as a way to promote all styles of mountain biking. Through the AllRide Tour, Kirt and Lindsey bring their love of mountain biking to people around the globe. They are brand ambassadors, they sponsor kids, they make promotional videos, demo out their products, race and teach clinics. Lindsey travels North America all summer organizing and teaching women’s clinics because she believes mountain biking changes women’s lives and brings out the best in them. The tour is a way to promote the mountain bike lifestyle, rather than being solely focused on racing and winning. Kirt and Lindsey encourage people to get out and be passionate about living this one life to the fullest through riding bikes. We should AllRide. www.allridetour.com

Named Colorado’s “Best Race Series” by Colorado Runner Magazine in 2005 and 2008, the La Sportiva Vail Mountain Trail Running Race Series has become an iconic event, taking runners up trails and over mountain roads, through fields and forests and over streams in and around Vail for the past 17 years. The Trail Running Race Series has become a cornerstone event for all types of Colorado trail runners - young, old, weekend warriors, and elite athletes alike. With over 52 miles & 16,475 vertical feet of elevation gain over the course of 7 Series events, ranging from the grueling five kilometer (3.2 miles) Berry Picker race to the 13.1 mile Half Marathon in mid-July, this Race Series is sure to offer runners some of the greatest mountain views, fastest singletrack, and overall best racing in Colorado. With title sponsor La Sportiva and presenting sponsor Columbia Sportswear providing racers with the latest and greatest trail gear in the industry, it’s a no-brainer why you shouldn’t get wild out on the trails in Vail with the La Sportiva Vail Mountain Trail Running Race Series!

Photo Courtesy of Michael Robson

We at Save Our Soles® like bikes. Actually, we love bikes right down to the greasy chain. Our favorite three events that promote cycling in Colorado are the Elephant Rock in June, the Copper Triangle in August and the newest event in Colorado, the Tour of the Moon in October. The E-Rock draws over 7,000 participants while the Copper Triangle sells out at 3,500. Mind you, the Copper Triangle is no easy day as it has over 5,000’ of climbing over three Colorado mountain passes. The E-Rock is a century ride, in addition to several other distances, yet the majority choose the sixty mile option over “rolling” terrain. Most would call it mountainous, but not here in Colorado, it’s rolling. Tour of the Moon in October. The route covering the old Coors Classic stage through the Colorado Monument will be an event as this course was featured in the movie American Flyers with Kevin Costner. While the Pro Cycling race isn’t allowed on this road, we are and it will be spectacular. So if you’re in the area, bring your bike for any of these great days.

We at Save Our Soles® like bikes. Actually, we love bikes right down to the greasy chain. Our favorite three events that promote cycling in Colorado are the Elephant Rock in June, the Copper Triangle in August and the newest event in Colorado, the Tour of the Moon in October. The E-Rock draws over 7,000 participants while the Copper Triangle sells out at 3,500. Mind you, the Copper Triangle is no easy day as it has over 5,000’ of climbing over three Colorado mountain passes. The E-Rock is a century ride, in addition to several other distances, yet the majority choose the sixty mile option over “rolling” terrain. Most would call it mountainous, but not here in Colorado, it’s rolling. Tour of the Moon in October. The route covering the old Coors Classic stage through the Colorado Monument will be an event as this course was featured in the movie American Flyers with Kevin Costner. While the Pro Cycling race isn’t allowed on this road, we are and it will be spectacular. So if you’re in the area, bring your bike for any of these great days.

KNEE HIGHS

Front Range Knee High

Elevation Knee High

Jailbreak Knee High

AL SS

AL SS

AL SS
PHOTO CREDIT: Patria Lanfranchi of Ride Studio Cafe

The minimum order is 10 dozen for socks, 5 dozen for ski socks and arm warmers, and 144 piece minimum for the Vino Calzino™. Minimum per size is 12, except for the Vino Calzino™, one size fits every bottle. You can pay the usual way: Mastercard, Visa, COD, or right or left arm. No legs—you need those for the socks, and keep your arms if you are ordering the arm warmers. Please call for pricing. Production quantity may vary +/- 10% of your total quantity ordered. This is a by-product to meet our standards in finished production quality. You will be charged and shipped for any extras produced, up to 10% of your total quantity ordered. For more information call 866.274.6558, or email design@sossocks.com or graphics@sossocks.com. Our custom sock options include our standard core-spun COOLMAX® socks, Merino wool, Eco SoleMax™, and bamboo. All materials can create a thin, flat knit sock, while a cushion variation is available in Merino wool, Eco SoleMax or bamboo. The custom ski socks are available in bamboo, Merino wool, or Eco SoleMax™.

1. Choose Style
2. Choose Material
3. Send Logo
4. Recieve Virtual Design
5. Recieve Actual Sock
6. Place Order

Send us the logo or message and any ideas you have for the custom item. The artwork can be a slick arrangement on the latest graphic software, content off a web page or even the drawing stuck to the refrigerator door. We can make it work. Here are some tips that will help with your design. Save Our Soles® offers more than 50 color options at no additional cost. The sock can have up to eleven colors in the cuff and foot area, however, there are some limitations in the production process. The mesh can be one or two colors. The heel and toe can be any combination of the 50 plus colors, and can be different. The cuff height can vary between a no show all the way up to a knee high. Our standard cuff height is 2½” and 5”, and 3½” for the shorter cuff. If socks aren’t what you are looking for, similar rules apply to arm warmers and Vino Calzino™, except for the heel and toe part.

With a non-refundable $50 deposit, which will be applied to the total order, we will work-up a picture for you. If you like the picture, we’ll continue on with an actual sample that will be sent to you, as some drawings don’t translate well. This will definitely help in the approval process and finalizing your design. A $20 fee will be charged for additional samples if you would like to make changes after the first sample.

The minimum order is 10 dozen for socks, 5 dozen for ski socks and arm warmers, and 144 piece minimum for the Vino Calzino™. Minimum per size is 12, except for the Vino Calzino™, one size fits every bottle. You can pay the usual way: Mastercard, Visa, COD, or right or left arm. No legs—you need those for the socks, and keep your arms if you are ordering the arm warmers. Please call for pricing. Production quantity may vary +/- 10% of your total quantity ordered. This is a by-product to meet our standards in finished production quality. You will be charged and shipped for any extras produced, up to 10% of your total quantity ordered. For more information call 866.274.6558, or email design@sossocks.com or graphics@sossocks.com. Our custom sock options include our standard core-spun COOLMAX® socks, Merino wool, Eco SoleMax™, and bamboo. All materials can create a thin, flat knit sock, while a cushion variation is available in Merino wool, Eco SoleMax or bamboo. The custom ski socks are available in Bamboo, Merino wool, or Eco SoleMax™.

© 2014 All right reserved. Save Our Soles® and the Save Our Soles® logo are registered trademarks of Colorado Knitting Company, LLC. COOLMAX®, COOLMAX® EcoMade fabric, and LYCRA® are registered trademarks of INVISTA.
We have a lot of tools at our disposal here at SOS. In order to achieve the optimum synergy, between knitting technology and material choice, we listen.

We listen to our athletes, our customers and our own athletic experience. By analyzing friction zones, pressure points, each material’s unique strengths and comfort.

We deliver a sock that has been designed from the ground up to aid your performance and is made by the best knitting tech in the world!

SOS socks are engineered to enhance the performance of any athletes who want to maximize their athletic potential and require no compromise from all equipment to achieve their hard fought goals. Our proprietary blend of CoolMax® keeps athletes feet dry, comfortable and cool.

Our proprietary blend of INVESTA fibers and Eco made fibers made from 100% post-consumer recycled plastics. All the benefits of COOLMAX with the additional benefit of an Earth saving mindset that does not weigh on your conscience or the planet! Other companies offer COOLMAX, we are taking the next step towards reducing our footprint on the earth.

SOS starts with the highest quality wool we can source, only the finest micron count will suffice. Wool’s natural abilities include temperature regulation, moisture management and bacterial resistance just to name a few. Our heel and toes are reinforced with nylon to obtain the quality you expect from SOS.

So much can be said about the fastest growing member of the grass family: some species grow up to one meter per day, it minimizes CO2 and generates up to 30% more O2 than traditions “trees”, bamboo has self-sustaining growth etc., etc…. The point is, all these benefits and it can be transformed into an amazing yarn that manages moisture very well and still has an amazingly soft feel.

Our philosophy:

**MATERIALS**

- **Bamboo**
  - SOS socks are engineered to enhance the performance of any athletes who want to maximize their athletic potential and require no compromise from all equipment to achieve their hard fought goals.

- **SOS Solemax**
  - SOS starts with the highest quality wool we can source, only the finest micron count will suffice. Wool’s natural abilities include temperature regulation, moisture management and bacterial resistance just to name a few.

- **Proprietary blend of INVESTA fibers and Eco made fibers**
  - Made from 100% post-consumer recycled plastics. All the benefits of COOLMAX with the additional benefit of an Earth saving mindset that does not weigh on your conscience or the planet! Other companies offer COOLMAX, we are taking the next step towards reducing our footprint on the earth.

- **Core spun CoolMax®**
  - Keeps athletes feet dry, comfortable and cool.

**TOOLBOX**

- **Foot Lock**
  - Elastic woven in the entire sock design encapsulating the entire foot.

- **Ankle Lock**
  - Elastic woven into the ankle achieves a performance fit, locking the sock in place.

- **Seams in Step**
  - Full reducing on the heel makes the insert area to reduce pressure at the dial point.

- **Air Sole Mesh**
  - Designed to provide maximum breathability.

- **Reinforced High Friction Zone**
  - Super strong nylon inserted in high wear areas for lasting durability.

- **SOS Side Pad**
  - Cushion zone in place from ankle to toe, available in half and full cushion designs.

- **Sole Support**
  - Elastic woven into the arch design helps to reduce foot fatigue and allows the sock to remain in place reducing slippage.