



For Immediate Release

Contacts

Implus Footcare, LLC
John Andrews
919.544.7900

jfla@4implus.com

Genesis Partners
Mike Dixon
919.812.1354

mike@genesismarketingpartners.com

Implus Footcare Re-launches All New Sof Sole® Products and Brand Positioning

New Look Coincides with Release of New Adapt™ Heat-Moldable and Thin Fit™ Insoles Along With Anti-Friction™ Socks.

Research Triangle Park, NC, - Sof Sole, the leading insole and footwear accessory company in sporting goods has launched a completely redesigned gender segmented positioning for its brand. In addition to entirely new products and packaging, the entire Sof Sole line has been enhanced with updated materials designed to improve the comfort, performance and functionality of the market-leading brand. The company also announced the release of two new insoles and an all new performance sock in conjunction with the exciting new communication roll-out.

The entire Sof Sole brand is now offered in gender segmented products and positioning for more practical performance and enhanced consumer communication. Additionally, packaging has transitioned from a plastic clamshell to a sustainable SBS board that is more environmentally friendly. Designed for easy consumer communication, the package features many non-verbal cues such as color, imagery and size messaging to differentiate between genders and functional silos.

"The new brand architecture more closely represents the energy and attitude of the Sof Sole line," stated John Andrews, Vice President of Marketing for Implus Footcare. "Our new line more closely reflects the current mix of shoe styles and activities of today's Gen-A consumers."

New products include the **Adapt Footbed**, a completely moldable performance insole that provides a personalized fit for spectacular comfort. Orthotic wearers and foot pain sufferers alike can benefit from the support and cushioning offered by a customized fit. **Thin Fit**, a low profile insole designed for sport-fusion footwear is enhanced with gel heel and forefoot protection offering long-lasting comfort. The Sof Sole **Anti-Friction** sock features variable cushioning in the sole designed to limit the coefficient of friction between the sock and the foot. Seamless toe-seams and a pocketed heel combined with integrated arch support all combine to limit movement of the sock.

About Sof Sole

Sof Sole is a brand of Implus Footcare, LLC., headquartered in North Carolina's Research Triangle Park. Sof Sole is the leading footbed, lace, and shoe care brand in sporting goods and shoe stores, with distribution in thousands of retail outlets across North America, and in 65 countries throughout the world. For more information, visit www.sofsole.com or call 1-800-446-7587.

###