



Press release  
07/08/2018

## **X-SOCKS – the legend turns 20**

In just 20 years, the premium brand X-SOCKS has become one of the most renowned brands of socks in the world, from the world's first anatomical functional sock.

Sold in more than 40 countries, X-SOCKS has a considerable influence on the market with its diverse product range of more than 200 sport-specific socks. From its first sock with a guarantee promise, X-SOCKS has not only made it onto the winner's podium at the Winter Olympics, but also won numerous design awards. With the current X-SOCKS 4.0 collection, the developers at X-Technology Swiss have introduced a new era for high-tech socks and continue to write their success story.

### **Milestones in the evolution of functional socks**

X-SOCKS surprised the market as a climate-regulating sock with a durability guarantee 20 years ago. Its performance was acknowledged, not only by an official review in 1999, but also by professional athletes who chose X-SOCKS as their favourite in a comparative study in 2004. In 2006, the cult brand helped the Norwegian team climb the winner's podium at the Winter Olympics; numerous medals followed. In 2009, X-SOCKS won its first Red Dot Award in one of the biggest acclaimed design competitions. This was just the start of a whole string of awards.

### **X-SOCKS 4.0: High tech on foot with up to 12 patents in a sock**

The new generation of X-SOCKS is currently revolutionising the functional sock market with even more sophisticated technical approaches and ultramodern features: The Air-Conditioning Channel 2.0 improves ventilation inside the athlete's shoe thanks to an advanced air circulation system made from fine netting. The resulting pump effect allows cool, dry air to reach the foot, and just like the first Air-Conditioning Channel generation, it creates a barefoot climate even when wearing trainers.



Cyclists also benefit from so-called grip stripes on the X-SOCKS Bike Race model. This special yarn provides enhanced support inside the shoe, enabling more efficient transmission of power to the pedals. The development team at X-Technology Swiss also refined the Lambertz-Nicholson Achilles Tendon Protector 2.0: This two-part, 3D-knitted protector relieves strain on the athlete's Achilles tendon by absorbing pressure and rubbing in the shoe.

The newly developed Suppronation footbed is revolutionary: Positioned at the arch of the foot, it stabilises the athlete's foot and thus counteracts widespread issues of supination and pronation.

"We are introducing a new era of high-tech functional socks with these innovative features. Cyclists are fully equipped for all kinds of sports-related challenges with these precision-manufactured high-tech materials", says Prof. Dr. Bodo Lambertz, founder of the internationally renowned brands X-BIONIC, APANI and X-SOCKS.

In addition to X-SOCKS, the successful X-BIONIC brand has redefined the world of functional apparel in just a few years.



## The X-SOCKS success story

22 August 1997

### **X-SOCKS® trademark is registered.**

After long months of development work, the X-SOCKS® brand is registered in Germany. The name is based on one of the key ideas behind X-SOCKS® – the stabilising x-shaped bandage supporting the ankle.



1 | Inventor of X-SOCKS® and founder of the brand: Prof. Dr. Bodo W. Lambertz, Chairman of X-Technology Swiss R&D

03/09/1997

### **The current X-SOCKS® trademark, the X-CROSS® bandage, is patented:**

On this day, the feature underpinning every X-SOCKS® product received its patent registration confirmation. X-SOCKS® was granted a patent as a “climate-regulating sock”, as was the X-CROSS® bandage. More than 414 patent registrations and registered designs were to follow in the coming years. A patent is a government-issued intellectual property right to a unique and entirely new invention.



2 | X-SOCKS® – more than 414 patent registrations and registered designs

1998

### **X-SOCKS® - first sock brand with a guarantee promise**

Unthinkable until then. A sock brand providing a durability guarantee. The average marriage lasts 14.9 years, our guarantee lasts a lifetime. We have maintained our 2-year guarantee for all models for nearly 20 years.

17/09/1999

### **The first sock to stand trial.**

The facts: Due to a claim questioning the socks' basic function, the Chamber for Commercial Affairs of the State Court of Ansbach ordered X-SOCKS® to be examined by an expert. The result: A clear win for X-SOCKS®. A comprehensive report confirmed the function of X-SOCKS® technologies across the board. The court rejected the claim against X-SOCKS®.



2004

### **X-SOCKS® - first TV appearance**

X-SOCKS® is publicly challenged for the first time.

Fit for Fun TV (VOX/Germany) wanted to put things to the test and asked former European Champion Dr Thomas Wessinghage to develop a comparative test to assess the performance of sports socks. The result could not have been clearer. Nineteen out of 20 athletes selected X-SOCKS® as their favourite from more than 50 sports socks by leading manufacturers (Nike, Rohner, Tao, Falke etc.).

The athletes' vote was underpinned by X-SOCKS® receiving top marks in lab-based tests undertaken by the "German Institute for Textile and Process Engineering". And so, science confirmed what those who had worn X-SOCKS® before already knew.

They're simply unbeatable.



3 | Dr Thomas Wessinghage

August 2004

### **X-SOCKS® expands its product offer:**

#### **X-BIONIC® launches a successful career**

After years of development work, a new brand emerged from the X-SOCKS® label. Based on the idea of seamless underwear, X-BIONIC® is now a global market leader for high-tech sportswear. Globally unchallenged with more than 1,500 products. Patented and unparalleled. With its innovative drive, X-BIONIC® has been pushing the boundaries of sports and functional wear year by year.



4 | X-BIONIC® Global market leader for high-tech sportswear

2004

### **X-SOCKS® – x-shaped packaging:**

A new look.

The characteristic x-shaped packaging is still the distinguishing feature of all X-SOCKS® models.



2005

**X-SOCKS® – is presented at ISPO Shanghai**

X-SOCKS® takes the plunge and presents itself to the entire Asian market for the first time.

10 – 23 February 2006

**First Olympic gold medal for X-SOCKS®**

X-SOCKS® climbed the winner's podium 19 times.

The Norwegian team at the Winter Olympics in Turin: Big skiing nations have a lot to live up to at international competitions.

Expectations are high. X-SOCKS® provided top performance and won. The Norwegian team collected a total of 19 medals while wearing X-SOCKS®, 2 gold medals, 8 silver medals, and 9 bronze medals. More medals would follow year after year.



5 | X-SOCKS® was on the winner's podium 19 times

2006

**X-SOCKS® – iF Design Award China.**

X-SOCKS® is recognised on the Asian market as well. Developed in Switzerland and manufactured in Italy, X-SOCKS® received the sought-after iF Design Award China for its unique design.



14/07/2008

**+++Death Valley, California, USA+++ Badwater Ultramarathon**

Monday morning, 14 July 2008, 6:00 am local time. The temperature at the start of the toughest ultramarathon in the world is 39°C. Distance: 217 km. Altitude gain: nearly 4,000 metres. The tarmac can heat up to 80°C. The toughest beta test for X-SOCKS® Speed One, one of the most popular X-SOCKS® running socks. Tested by Rainer Schubert, Germany. Badwater Ultramarathon finisher.

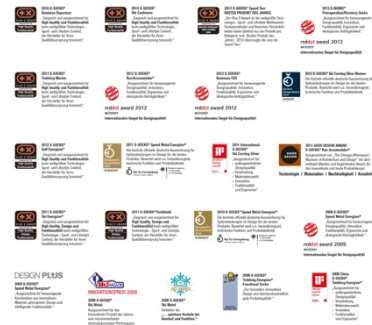


6 | Death Valley, California: X-SOCKS® put to the ultimate test

2009

**X-SOCKS® receives its first Red Dot Award**

This was only the first of many awards that X-SOCKS® was to receive in the coming years, including several Red Dot Design Awards for different models. The event is one of the most internationally renowned design competitions: Thousands of participants from all over the world compete every year to receive the esteemed “red dot” quality seal.



7 | X-SOCKS® internationally recognised

2009

**X-SOCKS® – Business**

X-SOCKS® expands into new markets with business socks “Invisible functions – palpable comfort” is the concept behind this sock.

Elegant colours and the finest materials combined with knowledge and functions derived from high-performance sport.

2010

**X-SOCKS® Sock-in-a-Sock**

Two socks in one. An existing concept is newly defined and repositioned under the product name SOCK-in-a-SOCK.



2011

### **SINOFIT® receives iF Material Award**

A well-considered concept which convinced the jury: The anatomically shaped X-SOCKS® Sinofit® footbed with a unique Silver NODOR® terry loop construction. Recognised for: degree of innovation, comparison with existing materials and processes, environmental impact, and development potential.



2011 ■

8 | SINOFIT® was recognised for its high degree of innovation

2012

### **X-SOCKS® - Partialkompression® takes over the market**

Compression in the leg and foot is facilitated by fine ridges as opposed to all-over compression. An entirely new concept for compression socks is introduced to the market. The technology was patented shortly after the patent application was submitted. A patent, the predicate of an entirely new invention.



9 | Effektor®, the unique X-SOCKS® with Partialkompression®

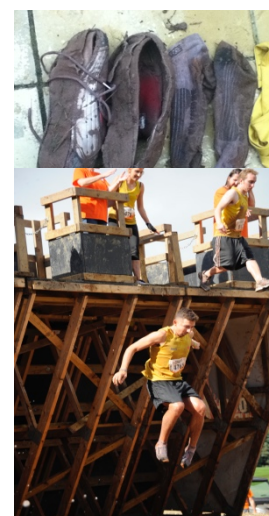
**In the following years, the X-SOCKS® range continuously grows and expands. During this time, distributors from all over the world apply to market the products internationally. Numerous tests by athletes are conducted in the wake of the developments in the labs.**

**X-SOCKS® finally achieves worldwide recognition and thereby ensures its leading role. The many highlights during these years all tell a story, for example:**

2013

### **X-SOCKS® – put to the test at Tough Mudder**

The legendary Tough Mudder obstacle courses: Muddy and dirty terrain with obstacles and water ditches. An 18-km hardcore army obstacle course, designed by British special forces. Sam Langley wore X-SOCKS® Speed One. His shoes didn't survive the ordeal. He ran the majority of the race in his X-SOCKS®. "I was expecting holes", he says today. "It was unbelievable. There weren't any."



10 | Put to the test: Tough Mudder



2016/2017

### **X-SOCKS® – Ski World Cup 2016/2017**

The season ended in Aspen/USA. After 74 international races, X-SOCKS® found themselves on the winner's podium more than 100 times. It was the most successful X-SOCKS® season.

Won by the ski teams from Austria, Switzerland, Italy, Slovenia, and Russia.



|| Athletes of the Swiss national ski team 2016/2017

X-SOCKS® – a brand by X-Technology Swiss R&D AG/Wollerau/Switzerland

[www.x-technology.com](http://www.x-technology.com)

#### **About X-BIONIC® and X-SOCKS®**

X-Technology Swiss, the innovator of ultra-functional clothing, has been uniting Swiss precision and the tradition of Italian craftsmanship in its products under the brands X-BIONIC®, X-SOCKS®, and APANI® since 1998. Within a few years, X-BIONIC® and X-SOCKS® have redefined the world of functional clothing. As its brand name suggests, the developers of X-BIONIC® transfer bionic knowledge from nature into functional clothing with the aim of increasing athletes' efficiency and well-being. The brand's solutions are based on pioneering technology. Protected by more than 800 patent registrations worldwide, they among other functions release the body's energy reserves through thermoregulation. Over 560 international awards and product review wins for innovation, product quality, functionality, and material quality speak for themselves.

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