

Enduring Comfort
is a way of life
at Bridgedale.

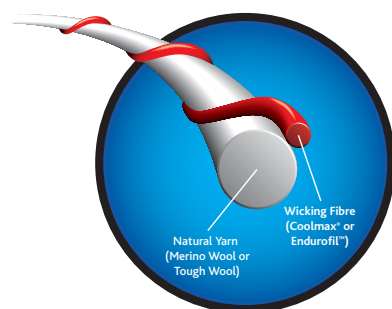


With
WoolFusion[®]
Technology

WoolFusion® Technology

WoolFusion® is our unique technology that sets Bridgedale apart from other sock brands. Bridgedale's WoolFusion® technology combines the highest quality natural yarns; Merino wool or Tough wool, and fuses them with high performance microfibres; Coolmax® or Endurofil™.

This unique technology, results in socks that perform to the highest level. WoolFusion® socks provide supreme, lasting comfort: they are warm when they need to be and wick when there is excess moisture. Overall they are extremely comfortable and hard wearing – this is enduring comfort.



Guarantee

'Enduring Comfort'. 3-Year WoolFusion® Guarantee:

Bridgedale WoolFusion® socks are guaranteed. We are so confident about the Enduring performance of our socks that we are offering a 3 Year guarantee with all socks made using our WoolFusion® technology. Please refer to glossary for further details.

Comfort Guarantee:

Products without WoolFusion® come with a 1 year guarantee. These products will still perform to a very high level but have not been made with the WoolFusion® technology.



Only for products that are made with WoolFusion®.

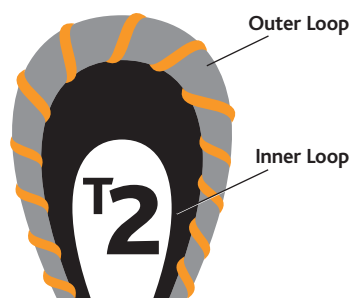


For all other products not made with WoolFusion®.

T2

T2 Anti-compression loop

Technology, exclusive to Bridgedale. This is a loop within a loop which offers an additional level of impact protection; the inner loop has even more resilience than the outer loop for cushioning when you need it. T2 pad technology has been knit into the pressure points: ball of the foot, lace up area and achilles, offering enduring comfort all day long.



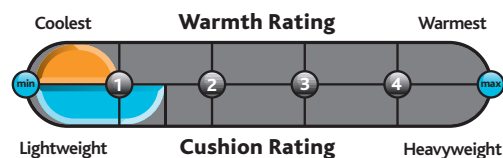
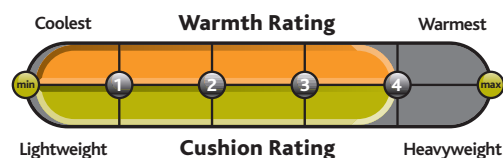
Warmth/Cushion Rating

From our research Warmth and Cushioning are the key features that consumers are looking for when choosing a new pair of Bridgedale socks.

To help speed up the decision process we have introduced a new rating system for each product. This is clearly seen on the reverse of each pack as a quick and easy reference for the consumer to self select the product required.

The all year round Endurance Trekker sock features the warmth rating of 4 out of 5 and a cushion rating of 4 out of 5.

A lightweight running sock such as X-Hale Multisport will feature cool rating of 1 with an underfoot cushion rating of 1.5.



New Styles, Colours & Sizes for 2010

See page 14



New Colour

Endurance Trail

See page 15



New Style

Women's Comfort Trail

See page 16



New Colour

Endurance Trail Light

See page 17



New Style

Endurance Trail Ultra Light

See page 17



New Style

Women's Endurance Trail Ultra Light

See page 19



New Colour

Coolmax Liner

See page 22



New Colour

X-Hale Trailhead

See page 31



New Style

Bamboo Crew

See page 31



New Style

Women's Bamboo Crew

Outdoor Series

Summit//Trekker//Trail

Heavyweight//Midweight//Lightweight//Ultra Lightweight

This range of socks is designed to offer Enduring Comfort for a wide range of Outdoor activities from Mountaineering in the Himalayas to a day hike in the Lake District.

Endurance

WoolFusion® socks with Tough Wool and Endurofil™ are in the Endurance Range i.e. Endurance Summit, Endurance Trekker and Endurance Trail. These socks are built to last and are extremely durable.

Comfort

WoolFusion® socks with Merino Wool and Coolmax® are in the Comfort range. These socks are built for softness and superb wicking performance.

Summit

The Summit range is designed to be worn in colder conditions and includes high density cushioning that remains resilient all day long.

Trekker

The Trekking range are mid-weight socks for 3 season hiking and trekking in all conditions.

Trail

The Trail range offers 2 season versatility for summer hiking and trails.



Endurance Summit Knee

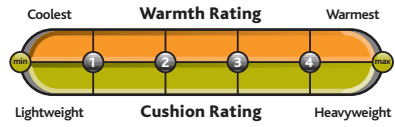
High Altitude & Winter Expeditions.

Heavyweight

Endurance: Tough WoolFusion® for durable performance.

Summit: Designed for mountains and cold environments.

Expedition sock for extended use. Dense cushioning throughout provides extra warmth, extra impact resistance and extra comfort.



153 Style Code
804 Grey/blue

Fibre Content:
51% New Wool
29% Nylon/polyamide
19% Endurofil™/polypropylene
1% Lycra®/elastane

Comfort Summit

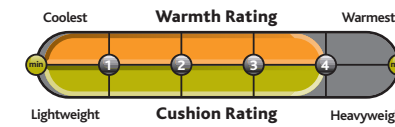
All Year Comfort & Warmth in the Mountains.

Heavyweight

Comfort: WoolFusion® of Merino/Coolmax®. Low tension cuff.

Summit: Designed for mountains and cold environments.

Outdoor ventures, any season, anywhere – from mountain climbs to trail walks. Legendary WoolFusion® warmth and softness, that ensures dry and comfortable feet.



506 Style Code
531 Olive

Fibre Content:
48% Coolmax®/polyester
30% Merino Wool
21% Nylon/polyamide
1% Lycra®/elastane

531 Olive

445 Navy 801 Grey

Endurance Summit

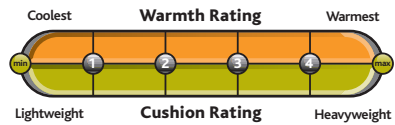
Year Round Mountain Expeditions.

Heavyweight

Endurance: Tough WoolFusion® for durable performance.

Summit: Designed for mountains and cold environments.

Expedition sock for extended use. Backpacking, trekking, walking. Dense cushioning throughout provides extra warmth, extra impact resistance and extra comfort.



151 Style Code
818 Black

Fibre Content:
47% New Wool
34% Nylon/polyamide
18% Endurofil™/polypropylene
1% Lycra®/elastane

Women's Comfort Summit

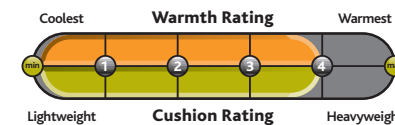
Women's Fit: All Year Comfort & Warmth.

Heavyweight

Comfort: WoolFusion® of Merino/Coolmax®. Low tension cuff.

Summit: Designed for mountains and cold environments.

Outdoor ventures, any season, anywhere – from mountains to trails. Legendary WoolFusion® warmth and softness, that ensures dry and comfortable feet. Women's sizes, women's slim fit.

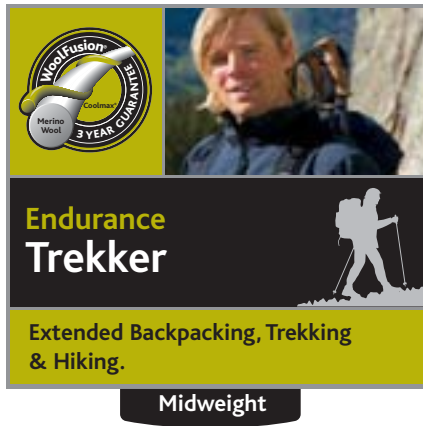


623 Style Code
450 Storm

Fibre Content:
45% Coolmax®/polyester
30% Merino Wool
24% Nylon/polyamide
1% Lycra®/elastane

531 Olive 445 Navy

734 Olive marl



Endurance Trekker

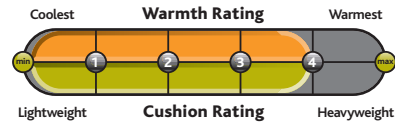
Extended Backpacking, Trekking & Hiking.

Midweight

Endurance: Tough WoolFusion® for durable performance.

Trekker: Designed for any-season hiking, trekking and backpacking.

The tough one! For the regular or dedicated outdoor enthusiast. Unique **Bridgedale** construction ensures dry, warm and comfortable feet – mile after mile.



159 Style Code
866 Gunmetal



Fibre Content:
41% New Wool
37% Nylon/polyamide
21% Endurofil™/polypropylene
1% Lycra®/elastane



Junior Trekker

All Day Comfort, Trekking & Hiking.

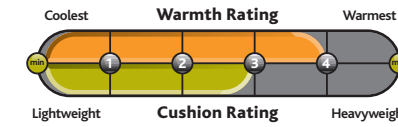
Midweight

Junior: Tough specification, for tough kids.

Trekker: Designed for any-season hiking, trekking and backpacking.

Young feet need protecting. Excellent durability for tough usage, yet soft and comfortable for sensitive feet. Slim design for best fit.

Junior sizes only.




736 Green 905 Oatmeal



450 Storm Blue 809 Silver grey

598 Style Code
845 Black



Fibre Content:
37% Nylon/polyamide
31% New Wool
31% Endurofil™/polypropylene
1% Lycra®/elastane



Women's Endurance Trekker

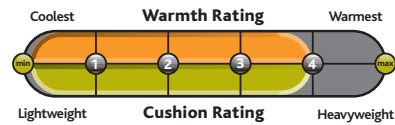
Women's Fit: Extended Backpacking, Trekking & Hiking.

Midweight

Endurance: Tough WoolFusion® for durable performance.

Trekker: Designed for any-season hiking, trekking and backpacking.

For the regular or dedicated female enthusiast. Unique **Bridgedale** construction ensures dry, warm and comfortable feet – mile after mile. Women's sizes, women's slim fit.



604 Style Code
401 Blue Sky



Fibre Content:
41% New Wool
37% Nylon/polyamide
21% Endurofil™/polypropylene
1% Lycra®/elastane



738 Olive 809 Silver Grey






Comfort Trekker

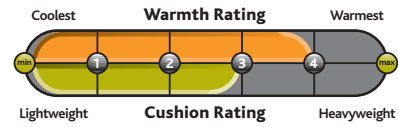
All Day Comfort, Trekking & Hiking.

Midweight

Comfort: WoolFusion® of Merino/Coolmax®. Low tension cuff.

Trekker: Designed for any-season hiking, trekking and backpacking.

Universal sock for day-long protection and superior next-to-skin comfort. Unique **Bridgedale** construction ensures a dry environment for comfortable and healthy feet.



596 Style Code S M L

801 Grey



Fibre Content:
 50% Coolmax®/polyester
 27% Merino Wool
 22% Nylon/polyamide
 1% Lycra®/elastane

	S M L XL	S M L
		
	420 Navy	909 Stone




Women's Comfort Trekker

Women's Fit: All Day Comfort, Trekking & Hiking.

Midweight

Comfort: WoolFusion® of Merino/Coolmax®. Low tension cuff.

Trekker: Designed for any-season hiking, trekking and backpacking.

Universal sock with superior next-to-skin comfort. Unique **Bridgedale** construction ensures a dry environment for comfortable and healthy feet. Women's sizes, women's slim fit.



607 Style Code S M L

470 Lavender



Fibre Content:
 50% Coolmax®/polyester
 27% Merino Wool
 22% Nylon/polyamide
 1% Lycra®/elastane

	S M L	S M L
		
	438 Powder blue	926 Natural





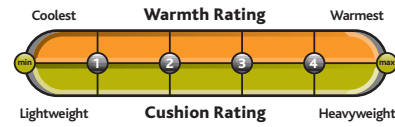

Explorer Knee

Classic Design for Outdoor Activities.

Midweight



Explorer: Outdoor activities for Trekking, Walking or Work.
 Classic rugged hiking sock for day-long comfort and protection for cool or cold conditions.
 All wool terry-loop cushion construction with nylon for added resilience and durability.



511 Style Code
 445 Navy M L



Fibre Content:
 65% New Wool/ Laine vierge
 35% Nylon/polyamide



538 Dark Olive M L



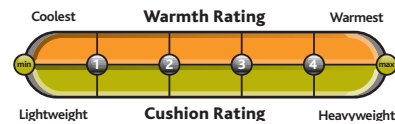

Explorer Boot

Classic Design for Outdoor Activities.

Midweight



Explorer: Outdoor activities for Trekking, Walking or Work.
 Classic rugged hiking sock for day-long comfort and protection for cool or cold conditions.
 All wool terry-loop cushion construction with nylon for added resilience and durability.



509 Style Code
 324 Cherry S M L



Fibre Content:
 65% New Wool/ Laine vierge
 35% Nylon/polyamide




445 Navy S M L S M L
 445 Navy 538 Dark Olive



Endurance Trail

Extended Hiking in Warmer Conditions.

Lightweight

Endurance: Tough WoolFusion® for durable performance.

Trail: Designed for walking & hiking in warmer conditions.

Lightweight sock designed for lightweight footwear – everyday activities, day-hiking or warm weather trekking. **Bridgedale** construction ensures dry comfortable feet both on – and off-trail.



152 Style Code
531 Olive

S M L

New Colour

Fibre Content:
40% New Wool
35% Nylon/polyamide
24% Endurofil™/polypropylene
1% Lycra®/elastane

Women's Comfort Trail

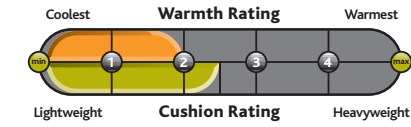
Women's Fit: Walking & Hiking in Warmer Conditions.

Lightweight

Comfort: WoolFusion® of Merino/Coolmax®. Low tension cuff.

Trail: Designed for walking & hiking in warmer conditions.

All-day comfort for activities in cool, warm or hot environments. Typical activities: adventure travel, fitness or Nordic walking, and day hiking.



619 Style Code
438 Powder Blue

S M L

New Style

Fibre Content:
53% Coolmax®/polyester
27% Nylon/polyamide
19% Merino Wool
1% Lycra®/elastane

S M L XL

S M L

432 Navy/petrol 866 Gunmetal

S M L

New Style

929 Sand

Comfort Trail

Walking & Hiking in Warmer Conditions.

Lightweight

Comfort: WoolFusion® of Merino/Coolmax®. Low tension cuff.

Trail: Designed for walking & hiking in warmer conditions.

All-day comfort for activities in cool, warm or hot environments. Typical activities: adventure travel, fitness or Nordic walking, and day hiking.



517 Style Code
926 Natural

S M L

Fibre Content:
66% Coolmax®/polyester
23% Nylon/polyamide
10% Merino Wool
1% Lycra®/elastane

Junior Trail

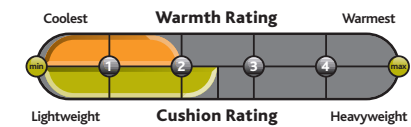
All Day Comfort. Walks in Warmer Conditions.

Lightweight

Junior: Tough specification, for tough kids.

Trail: Designed for walking & hiking in warmer conditions.

Young feet need protecting. Soft, comfortable cushioning underfoot for sensitive feet. Slim design for best fit. Young kids sizes only.



M L

806 Grey

S M L

409 Sky/pink

599 Style Code
804 Grey/blue

S M L

Fibre Content:
40% Merino Wool
40% Acrylic
19% Nylon/polyamide
1% Lycra®/elastane

Endurance Trail Light

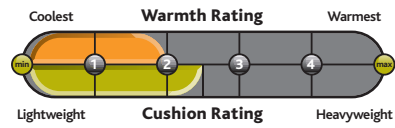
All Day Hiking in Warm Conditions.

Lightweight

Endurance: Tough WoolFusion® for durable performance.

Trail: Designed for walking & hiking in warmer conditions.

Light and low sock designed for everyday activities and warm weather day-hiking. Bridgedale construction ensures dry, comfortable feet both on – and off-trail.



		M L	S M L XL
		810 Silver/navy	906 Chino

528 Style Code
822 Black/silver

New Colour

Fibre Content:
42% Nylon/polyamide
38% New Wool
19% Endurofil™/polypropylene
1% Lycra®/elastane

Endurance Trail Ultra Light

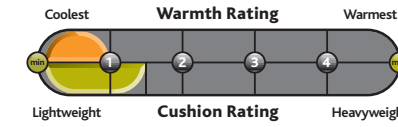
Cool Comfort for Warm Conditions.

Ultra Lightweight

Endurance: Tough WoolFusion® for durable performance.

Trail: Designed for walking & hiking in warmer conditions.

Ultra Light cushioned sock with maximum ventilation for warm weather activities. Bridgedale construction ensures dry, comfortable feet both on- and off-trail.



			S M L	New Style
			930 Sahara	

174 Style Code
866 Gunmetal

New Style

Fibre Content:
35% Nylon/polyamide
31% New Wool
31% Endurofil™/polypropylene
3% Lycra®/elastane

Women's Endurance Trail Light

Women's Fit: All Day Hiking in Warm Conditions.

Lightweight

Endurance: Tough WoolFusion® for durable performance.

Trail: Designed for walking & hiking in warmer conditions.

Light and low, for everyday activities and warm weather day-hiking. Dry comfortable feet ensures, both on – and off-trail.

Women's sizes, women's slim fit.



			S M L
		830 Grey/smoky blue	

608 Style Code
814 Heather/damson

S M L

Fibre Content:
42% Nylon/polyamide
38% New Wool
19% Endurofil™/polypropylene
1% Lycra®/elastane

Women's Endurance Trail Ultra Light

Women's Fit: Cool Comfort for Warm Conditions.

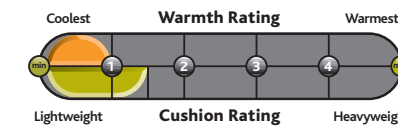
Ultra Lightweight

Endurance: Tough WoolFusion® for durable performance.

Trail: Designed for walking & hiking in warmer conditions.

Ultra light cushioned sock with maximum ventilation for warm weather activities. Bridgedale construction ensures dry, comfortable feet both on and off-trail.

Women's sizes, women's slim fit.



			S M L	New Style
			923 Mushroom	

620 Style Code
390 Aubergine

S M L

New Style

Fibre Content:
35% Nylon/polyamide
31% New Wool
31% Endurofil™/polypropylene
3% Lycra®/elastane



Coolmax® Liner

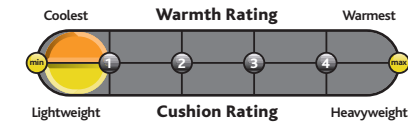
Extra Comfort & Dryness
Next-to-Skin.

Base Layer

Coolmax®: Moisture wicking performance for dry feet.

Liner: Baselayer undersocks – for healthier feet.

Fine-knit, soft **Coolmax®** microfibres help prevent blisters, soreness and allergies. Our liners promote hygiene and cleanliness. Best used under other **Bridgedale** socks.



806 Grey

539 Style Code
845 Black

Fibre Content:
57% Coolmax®/polyester
20% Nylon/polyamide
19% Endurofil™/polypropylene
4% Lycra®/elastane

Thermal Liner

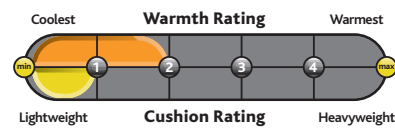
Extra Warmth & Dryness
Next-to-Skin.

Base Layer

Thermal: Natural warmth generated by **Endurofil™** microfibre yarns.

Liner: Baselayer undersocks – for healthier feet.

Moisture wicking microfibres knit against the skin trap warm air, keeping feet warm and dry. Recommended to be worn under other **Bridgedale** socks in extreme conditions.



530 Style Code
428 Navy

Fibre Content:
79% Endurofil™/polypropylene
17% Nylon/polyamide
4% Lycra®/elastane

Women's Coolmax® Liner

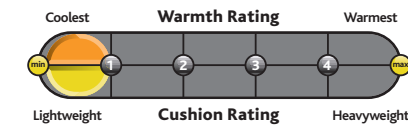
Women's Fit: Comfort & Dryness
Next-to-Skin.

Base Layer

Coolmax®: Moisture wicking performance for dry feet.

Liner: Baselayer undersocks – for healthier feet.

Wearing our liners helps prevent blisters, soreness, and allergies. Promotes hygiene and cleanliness. Use under other **Bridgedale** socks. Women's sizes, women's slim fit.



445 Navy

605 Style Code
402 Sky

Fibre Content:
53% Coolmax®/polyester
32% Nylon/polyamide
13% Endurofil™/polypropylene
2% Lycra®/elastane



Fast & Light Series

X-Hale//Ventum//Active

Light & Vented//Fast & Fresh//Fast & Cool

These socks are designed to be worn with lighter more breathable footwear in warmer conditions and during more fast moving activities. Whether hiking in the Summer, adventure racing or training indoors.

X-Hale

The X-Hale range is characterised by aggressive styling and a powerful look. Designed to be worn in warmer conditions; highly breathable mesh and sculpted cushioning that remains resilient all day long.

Ventum

The new Ventum range features Be-Fresh anti-microbial technology for long lasting freshness. Extra dense padding to specific areas with asymmetric fit and light mesh for breathability.

Active

High performance socks made from a cotton mix for Summer use. Designed with cushioning to the sole of the foot for all day protection. Recommended for hiking, cycling and Summer activities.






X-Hale Trailhead

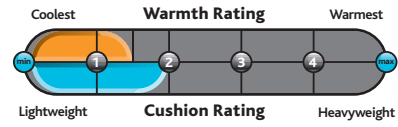
T2 Rebound Cushioning. Breathable & Cool.

Light & Vented

X-Hale: Targeted impact padding, cooling ventilation.

Trailhead: Trails from low-level to mountain top.

Light, breathable, T2 technology anti-compression loop. Mesh surround permits air circulation. Double cushioning provides protection, whilst **WoolFusion®** construction helps drive moisture away.



180 Style Code
913 Chino/olive

M L

New Colour



Fibre Content:
41% Nylon/polyamide
29% Merino Wool
29% Endurofil™/polypropylene
1% Lycra®/elastane




X-Hale Speed Demon

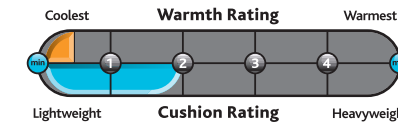
Ultra thin Fit, cooling ventilation. Mapped cushioning & Heel retention.

Fast & Vented

X-Hale: Mapped impact cushioning, cooling ventilation.

Speed Demon: Light and highly breathable. T2 double loop cushioning for impact protection.

Light, fast wicking Tactel mesh removes excess perspiration. **WoolFusion®** combination of Merino Wool and Endurofil™ is mapped for maximum support and heel retention.



181 Style Code
828 Grey/black

S M L



Fibre Content:
55% Nylon/polyamide
23% Endurofil™/polypropylene
20% Merino Wool
2% Lycra®/elastane

M L


S M L XL




429 Blue/navy

810 Silver/navy

M L



863 Gunmetal/black




Women's X-Hale Trail Diva

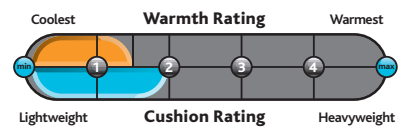
Women's Fit: Anti-Compression Cushioning. Fashionable & Cool Design.

Fast & Vented

Women's X-Hale: Targeted impact padding, cooling ventilation.

Trail Diva: Trails from low-level to mountain top.

Slim fit, light, breathable mesh permits air circulation. T2 anti-compression cushioning provides lasting protection, **WoolFusion®** construction drives moisture away.



610 Style Code
937 Natural/blueberry

S M L



Fibre Content:
44% Nylon/polyamide
27% Merino Wool
27% Endurofil™/polypropylene
2% Lycra®/elastane




Women's X-Hale Speed Diva

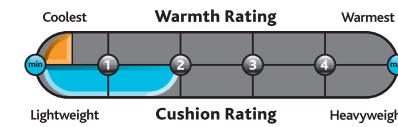
Women's Fit: Ultra thin Women's Fit. Mapped cushioning & Heel retention.

Fast & Vented


X-Hale: Mapped impact cushioning, cooling ventilation.

Speed Demon: Light and highly breathable. T2 double loop cushioning for impact protection.

Light, fast wicking Tactel mesh removes excess perspiration. **WoolFusion®** combination of Merino Wool and Endurofil™ is mapped for maximum support and heel retention.




S M L



814 Heather/damson

S M L



802 Grey/blue

612 Style Code
314 Pink/plum

S M L



Fibre Content:
55% Nylon/polyamide
23% Endurofil™/polypropylene
20% Merino Wool
2% Lycra®/elastane




X-Hale Multisport

Hike, Run, Bike. Breathable & Cool.

Light & Vented

X-Hale: Targeted impact padding, cooling ventilation.

Multisport: Hike, run, bike, fitness, X-train. Light, breathable, cushioned and close-fitting. Light mesh permits air circulation. Cushioning under heel, ball and toes provides protection, whilst WoolFusion® construction helps drive moisture away.




		S M L XL	M L
			
		911 Stone/navy	852 Silver/black

527 Style Code
848 Black/red



Fibre Content:
42% Nylon/polyamide
28% Merino Wool
28% Endurofil™/polypropylene
2% Lycra®/elastane



Women's X-Hale Multisport

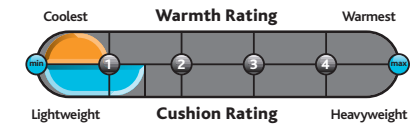
Women's Fit: Run, Bike, Gym. Breathable & Cool.


Light & Vented

X-Hale: Targeted impact padding, cooling ventilation.

Multisport: Hike, run, bike, fitness, X-train.

Light mesh permits air circulation. Cushioning under heel, ball and toes provides protection, whilst WoolFusion® construction helps drive moisture away. Women's sizes, women's slim fit.




			S M L
			
			812 Grey/raspberry

606 Style Code
937 Natural/blueberry



Fibre Content:
42% Nylon/polyamide
28% Merino Wool
28% Endurofil™/polypropylene
2% Lycra®/elastane



Ventum
Light Hiker

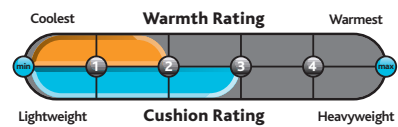

Anti-Microbial Freshness.
Asymmetric Design.

Fast & Fresh

Ventum: Light, cushioned, ventilated. Anti-odour protection.

Light Hiker: Boots or shoes. Hiking activities. Warmer conditions.

Asymmetric L/R footprint design reduces weight. Fine-knit impact cushioning. Over-foot ventilation improves breathability. Anti-microbial health and hygiene. Superior comfort on-foot.

810 Silver/navy

185 Style Code
451 Storm blue/slate

Be-Fresh



Fibre Content:
41% Merino Wool
33% Be-Fresh/polyester
23% Nylon/polyamide
3% Lycra®/elastane



Ventum
Multi-terrain

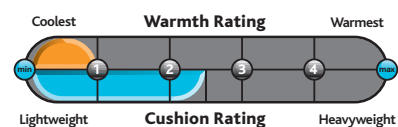

Anti-Microbial Freshness.
Asymmetric Design

Fast & Fresh

Ventum: Light, cushioned, ventilated. Anti-odour protection.

Multi-Terrain: On-foot, off-trail – hike, run, bike, adventure race.

Lightweight, asymmetric L/R footprint design. Fine-knit impact cushioning. Over-foot ventilation improves breathability. Anti-microbial health and hygiene. Superior performance in extremes.

870 Slate/black

187 Style Code
815 Silver/slate

Be-Fresh



Fibre Content:
48% Be-Fresh/polyester
30% Merino Wool
20% Nylon/polyamide
2% Lycra®/elastane



Active Light Hiker

Day Hikes in Warmer Conditions.

Lightweight

Active: Long or short duration. Outdoor or indoor activities.

Light Hiker: Designed for walking & hiking in warmer conditions.

Designed for day-hiking and other outdoor activities – ranging from work, to sport, to hiking. **Combed cotton** and **Coolmax®** give comfort – indoors or out.

510 Style Code
832 Charcoal

S M L XL New Size

Fibre Content:
58% Coolmax®/polyester
26% Combed Cotton
15% Nylon/polyamide
1% Lycra®/elastane

Everyday

The Cushioned City Light is designed to offer Everyday comfort whether you are in the office or on your travels.

This sock is superbly fine fitting and made from merino wool and Endurofil™. The merino wool is soft next to skin and provides excellent absorption, the Endurofil™ provides 'wicking' and durability. Fine cushioning to the underfoot makes this style stand out from other everyday socks. So comfortable you'll want a pair for every day!



		M L	M L
		464 Indigo	926 Natural

Women's Active Light Hiker

Women's Fit: Day Hikes in Warmer Conditions.

Lightweight

Active: Long or short duration. Outdoor or indoor activities.

Light Hiker: Designed for walking & hiking in warmer conditions.

Designed for day-hiking and other outdoor activities – ranging from work, to sport, to hiking. **Combed cotton** and **Coolmax®** give comfort – indoors or out.

616 Style Code
424 Smoky blue

S M L

Fibre Content:
58% Coolmax®/polyester
26% Combed Cotton
15% Nylon/polyamide
1% Lycra®/elastane

Cushioned City Light

WoolFusion® Warmth & Cushioned Comfort.

Everyday

Everyday: For day-long comfort throughout the week.

City Light: Business, work, casual and travel. City life.

Fine-knit **WoolFusion®** microfibrils are extremely warm and dry giving improved hygiene and cleanliness. Underfoot, **Bridgedale's** terry cushion is unbelievably comfortable.

		S M L	S M L
		306 Coral	350 Plum

196 Style Code
845 Black

S M L

Fibre Content:
40% Merino Wool
40% Endurofil™/polypropylene
18% Nylon/polyamide
2% Lycra®/elastane

Bamboo Series



These socks are designed for more casual activities and lower level walking – day trips in Spring, Summer and Autumn.

Bamboo yarn feels silky soft next to the skin. Bamboo is an absorbing fibre and naturally cools through evaporation. When combined with the wicking properties of Coolmax®, provides a very comfortable sock for low level walking and everyday use.

Bridgedale Bamboo is undyed. Bamboo has natural antimicrobial properties – Be-Fresh Naturally helps the feet feel fresh all day. Bridgedale Bamboo packaging is printed with vegetable inks, is printed on recycled card and uses 30% less card than standard packs.

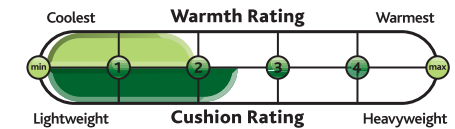
Bridgedale supports Plant A Boo™, a campaign to fight global warming through increased bamboo cultivation.

www.booshoot.com



Men's Bamboo Crew

This cool, comfortable crew length sock is knit using bamboo yarns. Bamboo feels silky soft and keeps feet feeling fresh with its naturally anti-microbial properties. Bamboo and Coolmax® wick moisture away from your foot giving lasting, all day comfort.



801 Style Code
710 Natural / eucalyptus

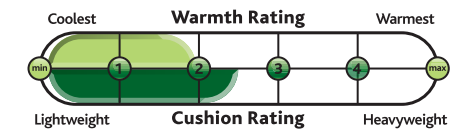
Be-Fresh Naturally
CONTAINS BAMBOO

Fibre Content:
35% Bamboo
35% Coolmax®/polyester
29% Nylon/polyamide
1% Lycra®/elastane



Women's Bamboo Crew

This cool, comfortable women's crew length sock is knit using bamboo yarns. Bamboo feels silky soft and keeps feet feeling fresh with its naturally anti-microbial properties. Bamboo and Coolmax® wick moisture away from your foot giving lasting, all day comfort.



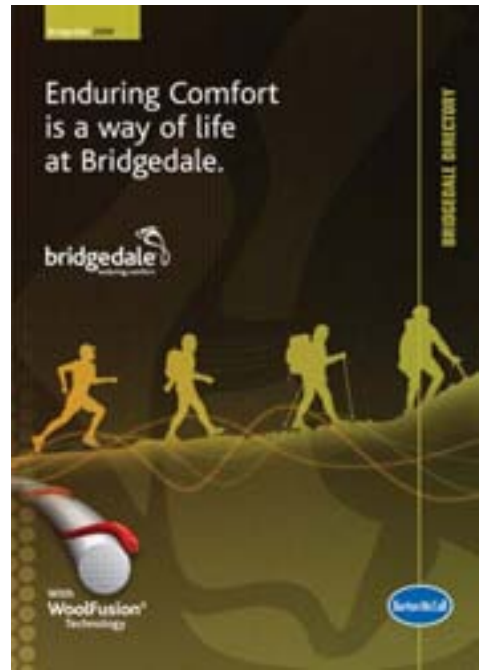
617 Style Code
390 Natural /aubergine

Be-Fresh Naturally
CONTAINS BAMBOO

Fibre Content:
35% Bamboo
35% Coolmax®/polyester
29% Nylon/polyamide
1% Lycra®/elastane

Point of Sale Support

The Point of Sale items we have developed are designed to support the retailer with the brand profile in store. These items are available from stock and have been designed to attract the consumer to the Bridgedale brand and make selecting the product quick and easy.



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Test Sock Box 8859



Floor Mat 8845



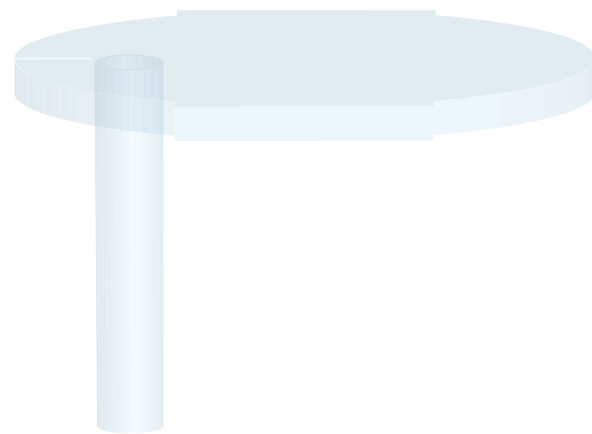
Outdoor/Fast & Light Header Board Stickers (Large Stand only) 8841



Outdoor/Fast & Light A4 Style Selector 8875



Header Card for Slat Wall 8873



Sock Plinth (fits all stands except Triangular Stand 8849) 8840



Women's Header Card (Medium Stand only) 8872



3D Foot Surround 8874 & 8887 (As a pair)



Pair of 3D Footforms Boot length & Socks 9874

Point of Sale Stands



Centre Floor Double Stand 8848



Centre Floor Triangular Stand 8849



Medium Floor Stand 8842



Large Floor Stand 8829



Outdoor Card Header 8846
(to accompany Generic Card Stand Base 8835)

ader 8833



Generic Card Stand Base 8835
Fast & Light Card Header 8836



Generic Card Stand Base 8835
Bamboo Card Header 8833

Pack Changes



'Made in the UK' & UK Flag
Now added to the front of all packs for styles made in Northern Ireland.

Activity Silhouettes

Added to the front of packs to the right of the style name is an Activity Silhouette which is designed to help describe the activity & terrain the sock is suitable for, thus further improving self selection of the product and improve sell through even more!
A help to both English and non-English speaking countries.



Endurance Summit Knee,
Endurance Summit,
Comfort Summit,
Women's Comfort Summit



Endurance Trail,
Comfort Trail,
Endurance Trail Light,
Women's Endurance Trail Light,
X-Hale Trailhead,
X-Hale Trail Diva,
Ventum Light Hiker,
Active Light Hiker,
Women's Active Light Hiker



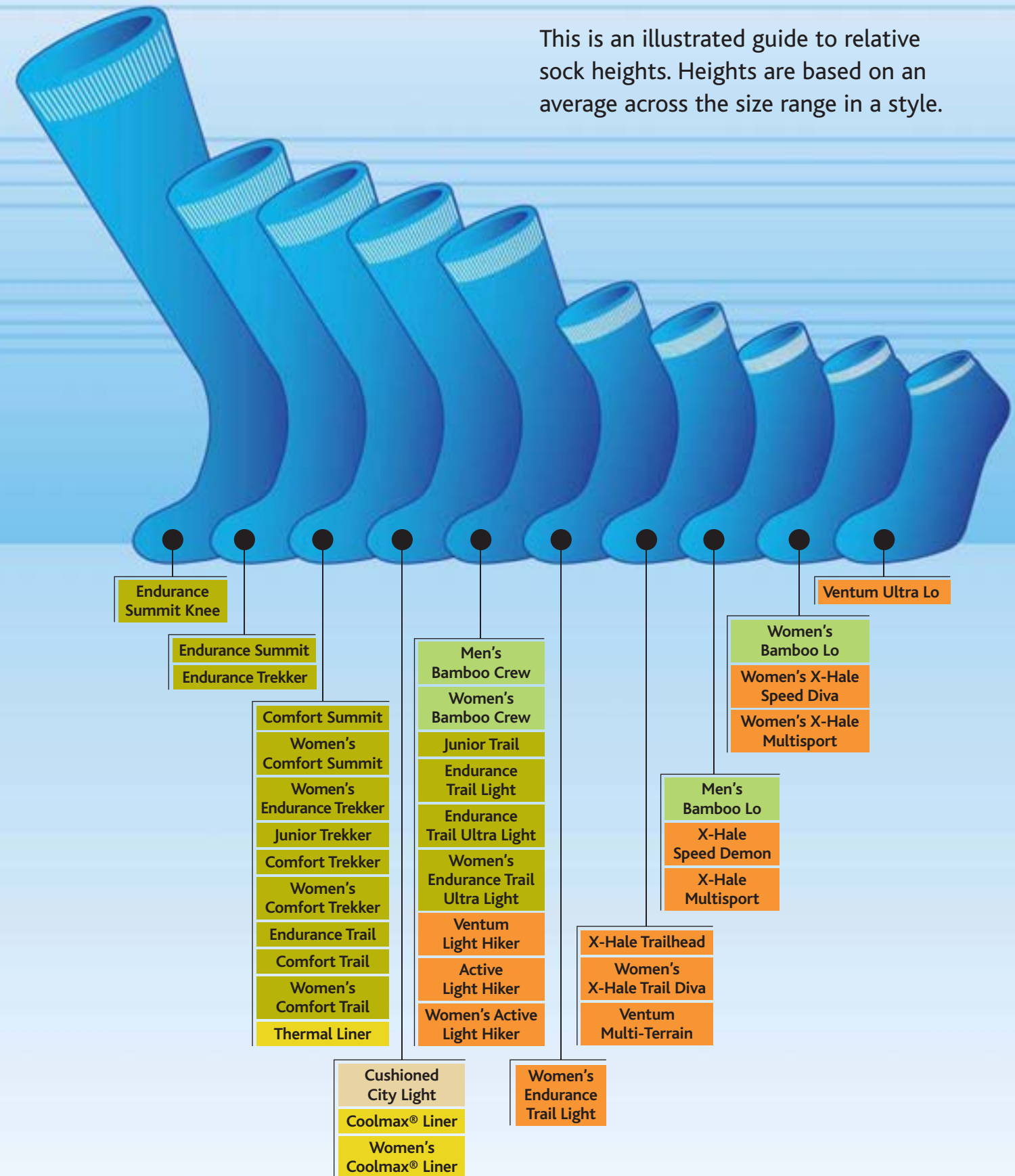
Endurance Trekker,
Women's Endurance
Trekker, Comfort Trekker,
Women's Comfort Trekker



X-Hale Speed Demon,
X-Hale Speed Diva,
X-Hale Multisport,
Women's X-Hale Multisport,
Ventum Multi-Terrain,
Ventum Ultra Lo

Sock Heights

This is an illustrated guide to relative sock heights. Heights are based on an average across the size range in a style.



Men's Sizing Chart

Size	Size Code	UK	Europe	USA
■ Small	6	3-5.5	36-39	4-6.5
■ Medium	7	6-8.5	40-43	7-9.5
■ Large	8	9-11.5	44-47	10-12.5
■ X-Large*	9	12+	48+	13+

*Only on selected colours

Women's Sizing Chart

Size	Size Code	UK	Europe	USA
■ Small	5	3-4.5	35-37	4-6
■ Medium	6	5-6.5	38-40	6.5-8
■ Large	7	7-8.5	41-43	8.5-10

Junior Sizing Chart

Size	Size Code	UK	Europe	USA
■ Junior (Small)	3	10-12	28-30	11-13
■ Junior (Medium)	4	12-1	31-33	13-2
■ Junior (Large)	5	1-3	34-36	2-4
■ Junior (X-Large)	6	3-5	37-39	4-6

Product Codes

Product codes are made up using 7 numbers which include: Style Code, Size Code, Colour code.
 Example: Product code for Endurance Trekker, size medium, colour Oatmeal is 1597905:



Style Code: 159 7 905

Size	Size Code	UK	Europe	USA
■ Small	6	3-5.5	36-39	4-6.5
■ Medium	7	6-8.5	40-43	7-9.5
■ Large	8	9-11.5	44-47	10-12.5
■ X-Large*	9	12+	48+	13+

Size Code: 159 7 905

Colour Code: 159 7 905

Glossary

Bamboo viscose

Bamboo viscose is silky soft next to the skin. It has natural anti-microbial properties and naturally cools through evaporation. Be-Fresh Naturally for all day freshness and supreme comfort. Bamboo viscose is combined with Coolmax® for superb wicking and comfort.

Bamboo

Be-Fresh

Be-Fresh is the anti-microbial, anti-bacterial fibre used exclusively in Bridgedale socks. Tested and approved by Bridgedale, Be-Fresh offers all day freshness and supreme comfort.



Coolmax®

Coolmax® is combined with either Merino wool or Cotton for a soft, fine touch next to skin. The 4-channel construction draws moisture away from the skin and transports it to the outer surface for maximum dryness and comfort all day.



Endurofil™

Endurofil™ is a thermal yarn and is combined with Tough wool and Merino wool for superb wicking and durability. Endurofil™ is a polypropylene fibre, which also offers high abrasion and wash resistance.

Endurofil™

Lycra®

Lycra® is used in every sock in the Bridgedale range. It is an elastic fibre, which ensures Bridgedale socks, fit and stay fitted. Lycra® helps Bridgedale socks keep their shape year after year. Lycra® is also knit in specific zones in certain socks in the range to further improve fit and long term comfort.



Merino Wool

Merino wool is the finest wool used in the Bridgedale range. Merino wool offers superb softness and touch next to skin. Merino wool also provides excellent thermal and moisture control properties.



Tough Wool (New Wool)

Tough wool is not as fine as merino wool. It is the first spin of wool, which guarantees softness and quality. Other wool yarns are spun from recycled wool and can be uncomfortable next to skin. Tough wool also provides excellent thermal and moisture control properties.



3 Year Guarantee

In the unlikely event that a consumer is not happy with a pair of Bridgedale socks and they are returned to the place of purchase with a valid receipt within 3 years from the date of purchase we would recommend a 'no question' replacement or refund. Bridgedale will support this Guarantee with distributors only and not direct to consumers.

1 Year Guarantee

In the unlikely event that a consumer is not happy with a pair of Bridgedale socks and they are returned to the place of purchase with a valid receipt within 1 year from the date of purchase we would recommend a 'no question' replacement or refund. Bridgedale will support this Guarantee with distributors only and not direct to consumers.