

TREATED WITH

# Purista™

FRESHER FOR LONGER

## Purista™ for Socks



### What is Purista?

Purista is an antimicrobial finish proven to control the growth of odour-causing microorganisms to keep garments "Fresher for Longer". Purista not only delivers outstanding technical performance and durability but it comes with its own powerful and attractive fee-free co-branding proposition which is easily integrated into your packaging and promotional material as a co-brand, sub-brand or reassurance symbol. The message is key, positive, clear and simple; with recall consistently associated with the appealing attributes "**pure, clean and fresh**".

### Who is using Purista on their socks?

Retailers & Brands using Purista include: Adams Kids, BHS, Debenhams, Edinburgh Woollen Mill, Head Sports, Littlewoods, Matalan, NEXT, Primark, Racing Green, Reebok, Sainsburys, Sock Shop, Van Heusen.

### What are the benefits of using Purista?

**Consumer Benefits:** Socks treated with Purista will remain fresher for longer between washes. This is great reassurance & gives confidence to wearers that socks treated with Purista will stay comfortable and keep that 'just washed' feeling, whether being worn for work or all night partying.

**Retailer Benefits:** Purista can help you add value, strengthen competitive advantage and most importantly give your socks **fresh sales appeal**. Purista offers the potential for higher sales volumes, the option to value add or premium price and the ability to offer consumers attractive comfort enhancement.

*Next saw "a 60% rise in sales of men's socks since the Purista product was launched" (www.just-style.com, 23 April 2002)*



To learn more about the Purista™ brand, contact us:

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