

**For Immediate Release:**  
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## SIGVARIS Puts Best Foot Forward with Launch of MIDTOWN MICROFIBER

*SIGVARIS MIDTOWN MICROFIBER, a complete compression sock collection for men, is now available. This new collection is comfortable, durable and easy to wear every day.*

**PEACHTREE CITY, GA** – SIGVARIS is proud to introduce a brand new collection of compression socks designed exclusively for men. From a day at the office to a night on the town, MIDTOWN MICROFIBER offers a comfortable compression option for men who care about keeping their legs healthy.



Designed with all day comfort in mind, MIDTOWN MICROFIBER socks are available in black and tan-khaki in the 15-20mmHg, 20-30mmHg and 30-40mmHg compression levels. These comfortable socks offer a tailored look perfect for men for work, travel and everyday wear.

The launch of this exciting new collection marks the first time SIGVARIS has launched an entire men's collection in three compression levels starting with a medically-measured 15-20mmHg.

Socks that feature graduated compression are constructed to be tightest at the ankle and decrease in pressure going up the legs. Graduated compression garments help improve circulation and provide relief for tired, achy legs. They also help with the treatment and prevention of varicose veins and venous disorders.

MIDTOWN MICROFIBER compression socks are both breathable and durable. They provide a comfortable option for men who wear graduated compression daily. In 2014, a calf with grip-top and a thigh-high option will be added in all compression levels to round out this exciting new collection.

SIGVARIS offers many fashionable compression options designed to fit any lifestyle. For more information about MIDTOWN MICROFIBER or graduated compression, please visit [www.sigvarisusa.com](http://www.sigvarisusa.com).

### **About SIGVARIS**

SIGVARIS® North America is part of an internationally active medical device group headquartered in Winterthur, Switzerland that focuses on the development, production and distribution of medical compression garments, including hosiery and socks. With distribution in more than 60 countries on six continents, SIGVARIS is recognized as a global industry leader in the area of compression therapy for the management of chronic venous disorders. SIGVARIS product lines include: SIGVARIS MEDICAL, SIGVARIS WELL BEING and SIGVARIS SPORTS. Our U.S. manufacturing plant is located in Peachtree City, Ga. This year, SIGVARIS is celebrating its 150<sup>th</sup> Anniversary. For more information, please visit [www.sigvarisusa.com](http://www.sigvarisusa.com). SIGVARIS is a registered trademark of SIGVARIS AG, CH-9014 St. Gallen/Switzerland and in many countries worldwide.