

For Immediate Release:

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SIGVARIS Kicks Up Its Style for Men with the Launch of MIDTOWN MICROFIBER in a Dark Navy Stripe Pattern

SIGVARIS in the United States is excited to announce that the MIDTOWN MICROFIBER compression collection is now available in a new pattern style.

PEACHTREE CITY, GA (July 1, 2015) – Global leader and compression innovator, SIGVARIS North America, is proud to introduce our newest innovation in compression socks designed for men.

For style that's quick on its feet, men will love this fun new way to incorporate compression socks into their daily routine. This is great news for men everywhere because a simple change in socks can dramatically help improve overall leg health by increasing circulation to keep legs looking and feeling their best.



SIGVARIS is a true innovator when it comes to creating comfortable compression products that are easy to wear every day. When the MIDTOWN MICROFIBER line launched in 2014, it was SIGVARIS' first compression therapy collection designed exclusively for men in three compression levels. Since that time, the line has expanded with additional sizes and color options, including SIGVARIS' latest innovation, the dark navy stripe.

Constructed from a unique, extremely fine synthetic fiber, MIDTOWN MICROFIBER was designed with all-day comfort in mind. These socks and thigh-highs offer a tailored look that are perfect for work, travel and daily wear. A high-tech thermo-regulating construction provides year-round comfort and breathability.

For men who wear graduated compression daily, MIDTOWN MICROFIBER in the new dark navy stripe is the perfect combination of style, comfort, therapeutic relief and durability.

MIDTOWN MICROFIBER is available in 15-20mmHg, 20-30mmHg and 30-40mmHg. The line is available in socks, socks with a grip-top (for men with large calf muscles or slim legs), and thigh-highs (featuring a discreet top band that gives the appearance of socks when worn under pants). The line is currently offered in black and tan-khaki. Several styles are also available in a limited-edition steel grey. The dark navy stripe socks are available in the 15-20mmHg and 20-30mmHg compression levels.

SIGVARIS graduated compression products are constructed to be tightest at the ankle and decrease in pressure going up the legs, improving circulation and providing relief for tired, achy legs. They also help with the treatment and prevention of varicose veins and other venous disorders.

SIGVARIS offers the most fashionable compression options for men and women designed to fit any lifestyle. For more information about MIDTOWN MICROFIBER, graduated compression or additional products for both men and women, please visit www.sigvarisusa.com.

The logo consists of a dark blue square with the word "SIGVARIS" written in white, uppercase, sans-serif font in the center.

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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. In 2014, SIGVARIS celebrated its 150th Anniversary. For more information, please visit www.sigvarisusa.com. *SIGVARIS is a registered trademark of SIGVARIS AG, CH-9014 St. Gallen/Switzerland and in many countries worldwide.*

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