



# TRUFORM<sup>®</sup> TRAVEL SERIES

## 15-20mmHg COMPRESSION TRAVEL SOCKS



CHARCOAL

NAVY

BROWN

BLACK

### Value Price Point

Consumer-friendly - under \$20.00 MSRP with 50% profit margin for dealers!

STYLE NO.	COLOR	Sizes
1923BN	BROWN	S-M-L-XL
1923CH	CHARCOAL	S-M-L-XL
1923NV	NAVY	S-M-L-XL
1923BL	BLACK	S-M-L-XL

### NEW Travel Series Segment

- Attractive pattern in the most popular colors, suitable for any travel attire
- 15-20mmHg graduated compression for moderate support
- Ideal traveling accessory for trips by plane, train, car, any method that requires long periods of sitting
- Gender-neutral sizing for reduced inventory commitment
- Linked "seamless" toe and soft microfiber nylon provide for additional wearing comfort



### Innovative Package Design

- Durable material and easy-open/close lock strip makes retail pack less susceptible to damage
- Flexible merchandising options - J-Hook allows packaging to be pegged as well as 2" gusset allows packaging to be placed on a counter or shelf
- Virtual sales tools include state-of-the-art interactive Augmented Reality (AR) and QR code linked to the TRUFORM website
- Ideal for merchandising near travel size personal care items

**Don't put the weight of travel on your legs...**

**UNDERSTANDING DVT RELATED TO TRAVEL**

It is estimated that one million cases of **Deep Vein Thrombosis (DVT)** related to air travel occur in the US every year

Studies have shown that those who wear compression socks or stockings are dramatically less susceptible to **DVT** related to travel

**TRUFORM** graduated compression stockings and socks are designed to help stimulate blood flow to reduce swelling and prevent the risk of developing **DVT** related to travel

visit [truform.com](http://truform.com) for more information

**WHY WEAR COMPRESSION FOR TRAVEL?**

**HOW TO APPLY YOUR COMPRESSION SOCKS?**

**COLOR OPTIONS**

**DON'T PUT THE WEIGHT OF TRAVEL ON YOUR LEGS!**

**TRUFORM TRAVEL SERIES**

**AND APPROXIMATELY 10% OF TRAVELERS DID YOU KNOW?**

**PILOT TESTED AND API DID YOU?**

**TRUFORM TRAVEL SERIES TRAVEL COMPRESSION SOCKS**

**MEN'S AND WOMEN'S SOFT MICROFIBER SOCKS**

**1 PAIR**

**TRUFORM LEG HEALTH**

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Interactive Augmented Reality (AR) Enabled

### Point of Sale Support

Visually arresting, attractive display poster to promote the category and stimulate sales