



**SMART SILVER™**  
A NANOHORIZONS INNOVATION



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## **Wigwam Chooses SmartSilver™ to Make New Anti-Odor Merino Wool Performance Socks**

State College, PA and Sheboygan, WI— May 7, 2009— Wigwam, an authentic American brand of socks, has selected SmartSilver™ antimicrobial additives, developed and produced by NanoHorizons Inc., for several new products in its line. Wigwam's new Wool Runner socks, specifically designed for running, feature the softness of Merino wool with SmartSilver's outstanding anti-odor protection. The socks are made with special cushioning, moisture management, and a seamless toe closure. The socks will be available in a variety of colors for men and women and will launch officially at Outdoor Retailer Summer Market in Salt Lake, Utah.

"SmartSilver is the natural choice to give our socks the excellent anti-odor performance Wigwam consumers expect," says Bob Chesebro, President of Wigwam Mills, Inc. "Unlike other antimicrobial products, SmartSilver protects wool fibers without inhibiting their inherent functional benefits. Plus SmartSilver's EPA registration and Oeko-Tex® approval are right in line with Wigwam's commitment to the environment and to our consumers."

"SmartSilver antimicrobial additives bind to fibers and won't wash out or wear off for the expected life of the socks," says Dr. James Delattre, VP Global Marketing at NanoHorizons Inc. "SmartSilver works for both natural and man-made fibers, integrates easily into the manufacturing process, is compatible with other performance additives and finishes, and has imperceptible impact on the finished product's softness and comfort features."

"Our new Wool Runner socks give Wigwam consumers the natural comfort of Merino wool enhanced with SmartSilver science to keep them fresh and odor free for the duration," continues Chesebro. "Now athletes can focus on their experience and not dread taking their shoes off at the end of the day."

Both Wigwam and SmartSilver will be participating in Outdoor Retailer Summer Market in Salt Lake City, July 21-24. For more information on SmartSilver, go to [www.SmartSilver.com](http://www.SmartSilver.com). For more about Wigwam, visit [www.Wigwam.com](http://www.Wigwam.com).

Product photos of Wigwam Wool Runner socks with SmartSilver are available upon request from [trish@blinkready.com](mailto:trish@blinkready.com).

#### About NanoHorizons Inc.

NanoHorizons Inc. ([www.nanohorizons.com](http://www.nanohorizons.com)) is a leader in the emerging, cutting-edge field of practical nanotechnology for a broad range of consumer, commercial, and industrial applications. The company's nanoscale silver antimicrobial additives, marketed globally to customers in the apparel, health care, and coatings and plastics industries under the SmartSilver™ brand ([www.smartsilver.com](http://www.smartsilver.com)), uniquely offer permanent, safe and cost-effective bacterial control in a variety of products, including natural and synthetic fibers and fabrics as well as coatings, foams and polymer applications. SmartSilver additives are EPA registered and Oeko-Tex approved. NanoHorizons' experienced team of scientists, engineers, and operational managers provide product research, design, development, laboratory testing, manufacture, and customer technical and sales support. The company is privately held and headquartered in Penn State University's Innovation Park in State College, Pennsylvania.

#### About Wigwam Mills, Inc.

Founded in 1905 and still headquartered in Sheboygan, WI, Wigwam is dedicated to making the finest performance socks on the market and to manufacturing them in the USA in a manner that is environmentally and socially responsible. Wigwam offers socks for men and women in a variety of styles for Outdoor, Active Sport, and Snow Sport enthusiasts as well as for active people with diabetes and other special foot health requirements. Wigwam is a proud sponsor of Project Athena which helps women compete in the outdoors again after experiencing life-altering medical conditions. Wigwam socks are sold through sports specialty, running specialty, and outdoor specialty retailers. Wigwam...**LIFE IS MOVEMENT.** For more information, visit [www.wigwam.com](http://www.wigwam.com).