



Mediarg manufacturing facility is equipped with the very latest in innovative technology. Machines of up to 200-needle



capacity can give InterBrand the flexibility to cover virtually all sock requirements.

All Mediarg ranges are available in a huge selection of yarns including cotton, merino wool, worsted wool, bremer wool, beach acrylic and the Dupont Coolmax fibre.

These can be blended with Spandex, Nylon or Polyester to enhance the various yarn qualities.

Mediarg's high manufacturing standards and strict quality control regime ensures complete customer satisfaction. Our products are stringently tested in independent laboratories for wear, color fastness and dimensional stability.

Mediarg can manufacture from UK sizes: 1 to size 17 and in special cases beyond.

	M	L	XL	XXL
UK	3-6	7-10	11-13	14-17
US	4-7	8-11	12-13	
ARG	35-37	38-42	43-45	

All products are manufactured specifically to customers requirements, with a choice of yarn, color design and logo. These products are all available in ankle version. Mediarg has developed a turn-over device which allows logos to be embroidered on the inside and outside of the sock mouth. This displays the logo whether the sock is used folded over or normally.



Mediarg designers and technicians are continually striving to bring even higher levels of comfort and durability to the entire range as well as looking for new design ideas.



We pride ourselves on our flexibility and feedback. Mediarg can produce minimal custom runs while maintaining our competitive pricing.



The success of our "promotional socks" has led us to incorporate other products. Mediarg can now cover you for your head and wrist band requirements. As always, your logo is the central point, and can be embroidered or knitted onto all Mediarg products. This brochure features a few designs from the vast range of possibilities.



From design work to final production Mediarg has many satisfied customers around the world including Blue Chip companies in the England, United States, Europe and Australasia.

Under normal circumstances orders are shipped within 3 weeks of artwork approval, rush orders are available at small surcharge.

For shipments of rush orders we have special rates with major air freight companies.

A HOST OF POSSIBILITIES

- Corporate Uniform
- Promotions
- Conferences
- End-of-Year Gifts
- Sports Days
- Fundraisers
- Sponsored Events and many many more!

A corporate branding system to BLOW YOUR SOCKS OFF!

PRESENTATION

Mediarg's belief that presentation is part of the product is reflected in the high quality packaging available. Whether you require a paper band around each pair or a complete 6-color cardboard pack, Mediarg will liaise closely with the most demanding customer requirements.

PAPER BAND & HOOK PACKAGING

The most economic packaging for wall hanging, still giving opportunity to display your corporate image.

CARD DISPLAY PACKAGING

Accommodates one pair of folded socks for wall hanging in an attractive full color presentation.

SOCK BOX

Accommodates either one pair of Industrial socks, two pairs of Sport socks or three pairs of Dress socks.



A COUNTER DISPLAY UNIT



THE CONCEPT

"Innovative ideas - attention grabbing graphics - quality giveaways - programmed campaign", everyone has their own pet theme on the best marketing strategy for their own products. What, however is the key phrase? What should be the final impression after a successful launch? **Your Corporate Logo.** With a combination of the above concepts, Mediarg seeks to provide the spectacular backdrop your brand rightly deserves. We do the work, you take the credit!



HOW AND WHAT?

Quality, quality and quality are our 3 keys words:

a) Marketing Packaging and product protection.

We have the capability to handle bespoke designs with full color card wraparound for each item.

b) The product. With the latest technology we can not only improve upon almost every existing design but are constantly developing innovate features.

c) Service. We pride ourselves on our flexibility and feedback. Mediarg can produce minimal custom runs while maintaining competitive pricing. The minimal charges for spec samples of all products are 100% deductible from order. The success of our "promotional socks" has led us to incorporate other products. Mediarg can now cover you for your hat, head band, wrist band and glove requirements please enquire. As always, your logo is the central point, and can be embroidered or knit onto all Mediarg products.



WHY?

One of the secrets of promotional products is usage. If your target invariably tucks your gift away in the back of his desk drawer, it is a waste of your budget and their gratitude. However, in the case of useful accessories you have a far higher chance of your logo remaining in front of your client. More specifically, giving your client a covering for his extremes (head/hands/feet) will unavoidably present your message every time he thoughtfully pulls them on! Impact your market place, cover the ground, give your clients that warm feeling, and be remembered like never before.



BrandSock styles...

SOCK NAME	STYLE	LENGTH	MATERIAL
DRESS	STANDARD	CALF	Fine Knit - Worsted or Cotton
INDUSTRIAL	STANDARD	CALF	Loop Knit - Worsted or Acrylic
INDUSTRIAL	TECHNICAL	CALF	Loop Knit - Worsted or Acrylic
INDUSTRIAL	TECHNICAL	KNEE	Loop Knit - Worsted or Acrylic
SERVICE	STANDARD	CALF	Loop Knit - Worsted or Acrylic
SERVICE	TECHNICAL	CALF	Loop Knit - Worsted or Acrylic



all properly shaped...

STANDARD SOCK FEATURES

All Mediarg socks feature shaped heel, foot and leg profiles. Yarns are carefully selected and a choice of cotton, acrylic and wool in various types are available. Each item is steam ironed before leaving the factory. This preserves dimensional stability throughout the life of the sock. All have flat toe seams - a very important feature to prevent chafing.



steam ironed...



TECHNICAL SOCK FEATURES

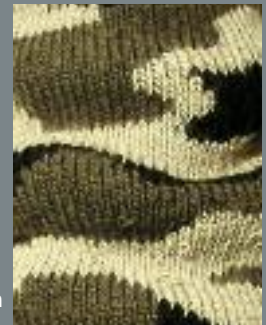
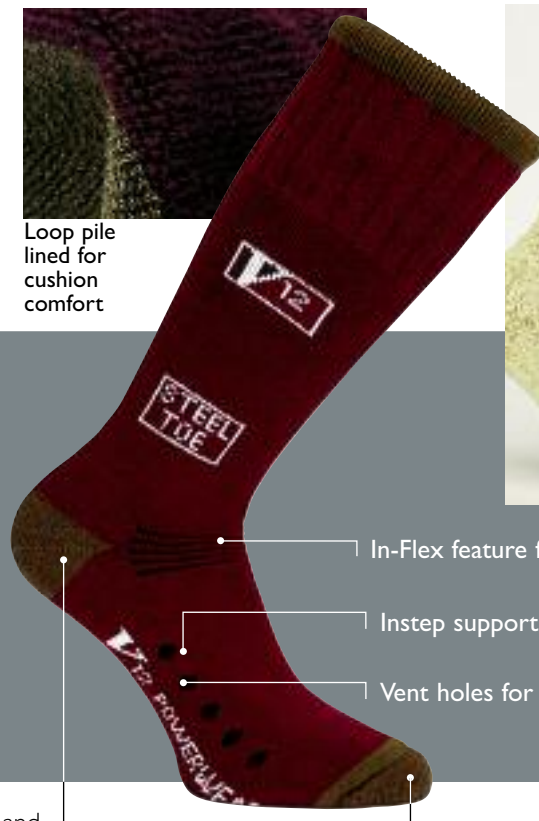
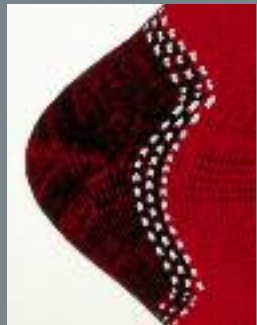
All Technical socks have the additional features of loop pile knit - providing cushioning and air circulation. Vent holes allow extra heat and moisture dispersal.



Loop pile lined for cushion comfort



emergency services & military...



Extra elasticsation over the instep and around the ankle help to prevent the sock from moving and twisting down.

Tough reinforced heel & toe for long wear

The In-Flex feature provides a smooth contour over the instep of the foot where other socks often crease and bunch up.

shaped heel...

flat toe seam...

HeadBands

Wearing this product is a fantastic way to "shout out" your corporate image. Absorbent knitted cotton incorporates your logo which can be repeated right around the 50mm deep band, providing 360° of advertising!



WristBands

Available in three sizes, this highly absorbent double layer cotton wrist band can be knitted to incorporate your corporate image. The logo is part of the garment, making it more comfortable and longer lasting than embroidered or screen printed alternatives.



double layer knit...

SportSocks

Carefully selected highly absorbent cotton yarns make this technically structured sock highly comfortable to wear. Flat toe seams prevent chafing and the loop knit interior cushions the whole foot.



Every pair is steam ironed twice before leaving the factory to fix the fibers which preserves dimensional stability throughout the life of the sock.



all properly shaped...

SOCK NAME	STYLE	LENGTH	MATERIAL
SPORT	STANDARD	CALF	Loop Knit - Cotton
SPORT	STANDARD	ANKLE	Loop Knit - Cotton



steam ironed...

COTTON

A lightweight, moisture absorbing fiber. No other fiber offers the comfort and feel of nature's own fiber. It's breathable, washable and biodegradable too. Combed cotton is a yarn that goes through an additional combing process so that only the longer fibers remain. This improves the softness and strength of the yarn.

WOOL

The original, easy care fibre. Each wool fiber is made of millions of coiled springs that stretch in use, but coil back to their original positions. It features inherent qualities such as wrinkle resistance, color fastness, shape recovery and it breathes. It can be knit in various weights to provide increasing levels of insulation for every temperature.

Wool yarn, when knitted into a thicker sock, tends to be bulky and lofty. Air becomes trapped and it becomes an ideal insulator. Wool socks also keep feet drier as wool absorbs as much as 30% of its own weight before it begins to feel damp.

MERINO WOOL

A special, fine grade of wool that originally came from Merino sheep. It has all of the characteristics classic to wool that are listed which makes Merino wool different, its luxurious softness and comfort provided by the fine diameter Merino fibres. Unlike traditional wool, Merino wool does not itch and is shrink-treated to hold its size and shape even after repeated washings.



WORSTED WOOL

A wool yarn spun with acrylic under the worsted system, without losing wool characteristics. This type of spinning aligns the fibers parallel to each other to provide extreme strength and durability.

ACRYLIC

A man-made fibers that provides softness and warmth with little weight and high durability. Acrylic's inherent properties allow it to hold brighter and more brilliant colors than natural fiber counterparts.

NYLON

A very strong, versatile, hard wearing fiber. Nylon is often used with other fibers to give added stretch or to improve durability.

COOLMAX®

Yarns are available with Dupont Coolmax® impregnation. This is a very special treatment applied to the yarn providing temperature regulation for hot environments.



is sure to meet your needs!