

# Save Our Soles makes it's debut into cycling apparel with the introduction of a new product line at the CABDA Expo in February

January 26, 2016

**Westminster, CO** – After 12 successful years of leading the industry in the manufacture of high performance socks, Save Our Soles is announcing the launch of it's newest line of cycling apparel and accessories, TRU-KITS. The cycling apparel will debut at the CABDA expo February 3<sup>rd</sup> and 4<sup>th</sup>, where the product line will be unveiled for the first time.

The clothing is designed in the USA and manufactured in Europe, using high quality cycling materials from Switzerland and Italy. TRU-KITS is manufactured to the same high standards and quality as that of the popular Save Our Soles socks. The new Tru-Kit line is available as Inline apparel and through custom orders through the company website ([sossocks.com](http://sossocks.com)). The new product line offers a variety of styles and features to fit every rider, and every discipline.

After many years of considering adding a clothing line to the SOS business, Steve Tofan, the owner of Save Our Soles, is excited to make available TRU-KITS. Following a trip to Romania, Tofan was sold on the fine craftsmanship and production behind the clothing. Family ties with the country have brought the owner full circle and enabled the development of a close relationship and communication with the Romanian factory throughout the fabrication process.

The launch of the clothing has been highly anticipated since the unveiling of the clothing prototypes at the Interbike trade-show in Las Vegas, NV in September 2015. Since then, Save Our Soles has worked hard to prepare for the expansion into cycling apparel.

Features, descriptions and product sales are available on the company site, along with product photos. For more information on TRU-KITS, visit [TRU-KITS.com](http://TRU-KITS.com) or contact the company directly.

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