



Nanotech Socks available in stores now

Advanced clothing that controls odor and kills bacteria

BOSTON, Massachusetts, March 6th, 2006 - Greenyarn, a Boston nanotech startup developing advanced fabrics for consumers seeking eco-friendly alternatives to conventional materials, is selling their advanced clothing at local store now.



Cambridge Naturals in Cambridge located on Massachusetts Avenue is a store that provides nutritional supplements for health and wellness, pure, clean bodycare products, and some organic foods. They are one of the stores that now carry Greenyarn's anti-odor socks.

"These apparel contain nano-particles of bamboo charcoal," said Robin Low, Greenyarn's CEO. "We call it Eco-fabric. It's made from a unique bamboo that grows in the mountains of Taiwan."

This bamboo is the Moso Bamboo (*Phyllostachys heterocycla pubescens*), the world's most porous bamboo. The bamboo charcoal contains many pores in its structure, making it excellent for absorbing odor-causing chemicals, controlling temperature, and voiding moisture -- and an ideal fabric for footwear or undergarments. The bamboo is also naturally biocidal, and safely inhibits the growth of bacteria and fungi.

Eco-fabric's properties make a wide range of new products possible. Over the past year Greenyarn has developed deodorizing socks, fungal control shoe insoles, and anti-ageing, facial mask moisturizers.

“The socks feel great, and I’m sure that if people try them, they’ll come back and buy more.” Says Anne Tyrell, of Doughboy Police Supply in Dorchester. Doughboy Police and Fire Supply in Dorchester now offers Greenyarn's insoles and socks to the city's emergency services.

“I like the socks and insoles a lot.” Says John, a Police Officer in Boston. “When I’m working outdoors, they keep my feet warm in winter all day, and at the end of the day, my feet feel great and they do not smell anymore.”



All Greenyarn socks are 200 needle count, made using a patented "3-D knitting" technique. Most other socks today are just 144 needle count, which offers less cushioning and can cause circulation problems or "tired feet" for people who spend most of their time at work standing or moving about. Greenyarn's 200 needle count socks are also cushioned in the soles and are reinforced in the heel and toe, together with an arch-band and Y-heel pocket. This ensures that the cushioned sole will not be flattened even after hours of wearing, making them highly comfortable to wear.

“The Eco-fabric socks are actually affordable.” Says Robert Hayes, an active cyclist and resident in Cambridge. “For about \$10 a pair, they are definitely value for money and I love them ever since I got them.”

About Greenyarn

Greenyarn is a nanotechnology company that develops advanced materials for consumers seeking eco-friendly alternatives to conventional fabrics. Greenyarn is based in Boston, Massachusetts. You can visit Greenyarn's website at www.greenyarn.com. If you are interested in Eco-fabric or Greenyarn products, feel free to contact our CEO, Robin Low directly at Robin@greenyarn.com.