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Amsterdam

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## SILCA releases new colorways Aero Socks and handy strap

They now come in **Black Mono**, **Yell-Oh**, **Bubblegum**, **Snow White**, and **Pink Italiano**

**Simultaneously, they are also making the Hypalon Utility Strap separately available for securing everything and anything to your bike**

*Indianapolis - 14 December 2021 - SILCA launches new colorways for their Aero Socks in Black Mono, Yell-Oh, Bubblegum, Snow White, and Pink Italiano. Who said marginal gains can't look good? Also launching as a separate product is the new Hypalon Utility Strap for securing gear to your bike. Ideal for long distance racers who have to get creative or city dwellers that want to bring something extra.*



SILCA's CEO, Josh Poertner worked with a team in Italy who are quite famous for making the finest socks in the world, and who also has some of the most modern knitting machinery in the world. The goal was to make a knit sock that won't fall down, but has a combination of smooth and rough texture to trick the air into flowing around the lower leg more efficiently. The result is a sock which matches the aerodynamic performance of ribbed Lycra cuff socks, while retaining all of the features you demand from a cycling sock.

*Check out the original press release for the Aero Socks [here](#).*

Aero Socks Specifications:

- Premium Fulgar Q Skin yarn for comfort
- Aerodynamic design to reduce resistance and save 8 watts
- Three sizes to choose from S, M, L, XL
- Color options available seasonally
- Made in Italy



Alongside, SILCA launches the Hypalon Utility Strap as a separately available product as well today. This brings the convenience of the BOA® Closure to everything you would like to secure to your bike and opens up a new world of possibilities. Especially handy as an extra tool on long unsupported trips where you need to be creative with how you pack your bike or in the city for versatile fastening of everything you bring on your bike.

*Both products are now available on their website [Silca.cc](#).*

**About SILCA**

SILCA was founded in 1917 by Felice Sacchi outside of Milan, Italy and was well-known for the first company to put gauges on pumps, the first to produce a true 'high-pressure' frame pump and the first to work with revolutionary lightweight material plastic after the end of WWII, and later the first to bring CO2 to roadside inflation. Today SILCA is located in Indianapolis, IN where it continues to build iconic products that utilize the finest materials and craftsmanship available while pushing technological boundaries by leveraging the most modern engineering and manufacturing practices and materials.



Media kit: SILCA - Hypalon Utility Strap



Media kit: SILCA - New Colorways Aero Socks



SILCA - Instagram



SILCA - Facebook



SILCA - Website

