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AAA

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The athletic world is so bent on the optimization of body and equipment, it seems that each small niche athletes perfect can lead to a better final product. Fittingly, a local sports apparel company has made a name for itself nationally for its efforts to perfect an easily forgettable part of athletic wear – the socks.

[Gear-Up Sports](#) recently became one of only eight Official Major League Lacrosse Suppliers when the league named their [Glide SS](#) its official sock. It joins the ranks of well-known brands such as New Balance and Under Armor.

The sock was developed with input from podiatrists, athletic trainers and all kinds of athletes in an effort to help fight the fatigue and injury that can come from foot problems. It includes a patented Sweat Trap above the ankle to keep body moisture from rolling down into the sock, a gripped bottom, and elastic threading for extra support.

“Our company immediately bought into this concept because it solved a real problem that athletes face,” said Matt Stucke, president of Gear-Up Sports. “We’ve been told by athletic directors and trainers that foot injuries are a major concern among athletes and our product helps fight fatigue and injury.”

Along with the MLL, nationally reputable teams such as Duke and Syracuse and local sports outlets like the Buffalo Lacrosse Academy, St. Joe’s and some of the Buffalo Bills have bought into the concept of the perfect athletic sock.

Gear-Up will market the product regionally and nationally to everyone from professional athletes to the “weekend warriors” in us all. Moving on into 2007, the Orchard Park-based company will begin to offer apparel lines for a wide range of sports, from soccer and baseball to tennis and golf.

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