



## Hanes Introduces FreshIQ Technology Innovation across Men's Apparel Basics to Drive Organic Growth, 'End the Smellfie'

November 7, 2016

*Hanes, a Brand Known for Delivering Superior Comfort, Becomes First to Add Advanced Odor Protection Benefit to Everyday Underwear and Socks; Supports Innovation Across Core Line with Whiff of Humor*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Nov. 7, 2016-- *Hanes*, America's No. 1 apparel label and flagship brand of HanesBrands (NYSE: HBI), is launching *FreshIQ™* Advanced Odor Protection Technology across its line of men's underwear, socks, T-shirts and fleece products.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161107005554/en/>



*Hanes FreshIQ* underwear and socks, which offer antimicrobial protection, for men are available at major retailers and directly to consumers through the brand's [website](#) and in owned stores. Additional products will be introduced through fall of 2017. Marketing support, including a campaign to "*End the Smellfie*," debuted Oct. 31 with national television commercials and coordinated digital advertising.

"*FreshIQ* will differentiate *Hanes* and be a competitive advantage in the marketplace - exactly what we are trying to accomplish with our Innovate to Elevate strategy," said HanesBrands Chief Executive Officer Gerald W. Evans Jr. "We are the first mainstream brand to include odor-control technology in everyday underwear and socks, and research among consumers indicates that this benefit will generate organic core growth in our basics line."

Sidney Falken, chief branding officer for HanesBrands, added, "We are really proud of our long history of innovations that provide consumers with superior comfort. From the *Tagless* T-shirt to *X-Temp* underwear and socks to *ComfortFlex Fit* bras, we are on a mission to make the world a more comfortable place."

*FreshIQ* is an antimicrobial finish that physically inhibits bacteria growth. Textiles naturally aid in the growth of bacteria by providing nutrients, and odor is a byproduct of bacterial growth during the time period in which the product is worn.

(Graphic: Business Wire)

The brand's *FreshIQ* marketing takes a lighthearted, relatable approach to product benefits - turning the issue of odor into an opportunity for consumers to feel fresher and be more confident throughout their day.

The *End the Smellfie* campaign highlights men in a variety of settings - at the office, in a wedding and on a bus - doing "self-checks," such as an underarm sniff, for freshness. But *Hanes FreshIQ* offers consumers a "smarter way to stay fresh." Television commercials can be seen on ESPN, and on programs such as the NFL on CBS and The Tonight Show Starring Jimmy Fallon, among others. Digital advertising will run on Facebook and Instagram.

"*Hanes* is obsessed with comfort and that includes helping our consumers be more confident," Falken said. "Our research indicates *FreshIQ* will be the biggest news for *Hanes* since the launch of the *Tagless* T-Shirt, which fueled double-digit growth for the brand."

Consumers who want to breathe easy in what they are wearing can find *Hanes FreshIQ* products online at [www.Hanes.com](http://www.Hanes.com) and in stores at Wal-Mart, Target, Kohl's, JCPenney and other retailers, where robust displays will offer consumers bonus packs to drive trial.

Visit [www.Hanes.com](http://www.Hanes.com) for additional information on *FreshIQ* and other *Hanes* products.

## HanesBrands

HanesBrands, based in Winston-Salem, N.C., is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia/Pacific under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Playtex*, *DIM*, *Bali*, *Maidenform*, *Bonds*, *JMS/Just My Size*, *L'eggs*, *Wonderbra*, *Nur Die/Nur Der*, *Lovable*, *Berlei*, and *Gear for Sports*. The company sells T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear produced in the company's low-cost global supply chain. A member of the S&P 500 stock index, Hanes has approximately 70,000 employees in more than 40 countries and is ranked No. 448 on the Fortune 500 list of America's largest companies by sales. Hanes takes pride in its strong reputation for ethical business practices. The company is the only apparel producer to ever be honored by the Great Place to Work Institute for its workplace practices in Central America and the Caribbean, and is ranked No. 167 on the Forbes magazine list of America's Best Employers. For seven consecutive years, Hanes has won the U.S. Environmental Protection Agency Energy Star sustained excellence/partner of the year award - the only apparel company to earn sustained excellence honors. The company ranks No. 172 on Newsweek magazine's green list of 500 largest U.S. companies for environmental achievement. More information about the company and its corporate social responsibility initiatives, including environmental, social compliance and community improvement achievements, may be found at [www.Hanes.com/corporate](http://www.Hanes.com/corporate).

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