



Sockjawz(tm) from FinnStar Hockey, the ultimate hockey garter for both player and parent!

FinnStar Hockey, Inc., September 02, 2005

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FinnStar Hockey, Inc. of Bradenton, Florida has the ultimate accessory for the younger player-sockjawz the patented garter belt that uses velcro attachment points to firmly and easily hold the sock in place without mom, dad & coach's help!

PR9.NET September 02, 2005 - Tampa, FL.-FinnStar Hockey has through the years designed products that are to help enhance one's ability to enjoy playing. With the sockjawz(tm) patented garter belt not only has FinnStar found the solution for the garter belt but the solution for parent and the younger player.

"The FinnStar patented garter belt is designed using scientific principles. By counter-balancing the attachment points on both sides of the hockey sock at all four attachment locations (front and back of each sock), our garter belt provides a "jawz-like" grip on your socks" said Vice President of Sales & Marketing Evan J. Andriopoulos.

"Natural player movement during action results in more gripping action at the attachment points instead of player movement causing the garter belt to come loose from your socks" followed Andriopoulos.

Design of the sockjawz garter straps allows for much greater "stretch ability" and comfort for attaching your socks to the garter (unlike garter products with a fixed and inflexible attachment location). You determine how much or little of your sock you want to put into our attachment points (flexibility). Easy on, easy off! No battles, no pennies!

Sockjawz(tm) is ideal for younger players as they can use it without help from mom, dad or the coaching staff which sometimes can be embarrassing in front of their fellow teammates.

Sockjawz thin profile is perfect for the little players because there are no metal parts to bruise you if the puck hits you on the garter belt attachment point. "And parents also love the fact that unlike all other garters it is completely washable, outlasts all traditional and the newest jock-combo garters and priced right with a suggested retail of around \$13.95" followed an energetic Andriopoulos. "I know my son when he is old enough to skate and put the equipment on Sockjawz(tm) will be what he is wearing" said Andriopoulos.

Sockjawz(tm) is sold via a dealer network of more than 80 outlets in the US, Canada and Europe. For more information on purchasing Sockjawz(tm) or other FinnStar products please feel free to contact evan @ finnstarhockey. com or visit our site at www.finnstarhockey.com

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About FinnStar Hockey, Inc.

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