



Redefining Performance & Recovery



Introduction



Air-TecWear was founded in 2024 with a clear vision:

To merge sports science and medical innovation into one essential product.

Our Flagship Holistic Health socks are designed to support athletes, diabetic patients, and everyday travellers.

Air-TecWear isn't just a product; it's a commitment to creating excellent products.

Our design isn't only unique but has been recognised as Sports and Medical science. Ideal for muscle recovery, reducing strain, and supporting active and sensitive feet alike.

About Us

The new holistic health sock was designed after the founder watched England play football. He noticed that the socks had slits cut into the back and could also be used for patients needing medical support.

The holistic closed toe health sock was developed first and then our 6-part Football Sock design means you can wear our socks in the position that suits you best:

- Flexible Positioning: Designed to fit any style. Wear above the knee, below, or lower with shin guards.
- Breathe Easy: Air-flow zones from ankle to toe, aligned perfectly with muscle structure, improve circulation and comfort.
- Performance Meets Care: Available in both Holistic grade compression and Diabetic Sock styles, our unique anti-slip bamboo material keeps you stable and supported on any surface.



Vision

- At Air-TecWear, our vision is to become the trusted bridge between medical innovation and everyday performance. By 2026, we aim to supply over 100,000 pairs of compression and diabetic socks to hospitals and physiotherapy clinics nationwide, ensuring patients, athletes, and healthcare professionals alike experience the next generation of circulation technology.
- Beyond clinical use, we're shaping a scalable, community-driven brand ecosystem. Through Amazon, our direct-to-consumer website, and a performance affiliate scheme, we'll make Air-TecWear accessible to athletes, travellers, and wellness-conscious consumers everywhere.
- For each pair of Air-TecWear's socks sold, we donate 50p to a charity of our customer's choosing, from a list of five great causes. All you have to do is **email us** the purchase reference number.

RSPCA, NSPCC, DIABETES UK, CENTRE POINT, WWF



NSPCC

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



ENDING YOUTH
HOMELESSNESS



Problems



Problem 01 Diabetic patients need reliable circulation support to manage long-term health and reduce risks.

Generic compression socks can be harmful. Most are produced in fixed sizes with little flexibility and consideration for swelling or neuropathy.

Problem 02 Athletes face constant muscle fatigue, shin discomfort, and slower recovery between matches.

Inconsistent compression often restricts circulation instead of stimulating it, while poor moisture control leads to friction, and irritation.

Problem 03 Air travel passengers experience swelling, numbness, and fatigue on long-haul flights.

Most travel socks are designed around tight elastic bands that actually restrict blood flow at the cuff, which is counterproductive for long-haul flights.

Solutions



Our anti-slip bamboo material provides a soft, skin-safe touch while preventing slips on any surface. The natural fibres maintain temperature regulation and breathability, reducing the risk of moisture build up. With a dedicated diabetic line offering safe, holistic grade compression, Air-Tec supports circulation without ever constricting.

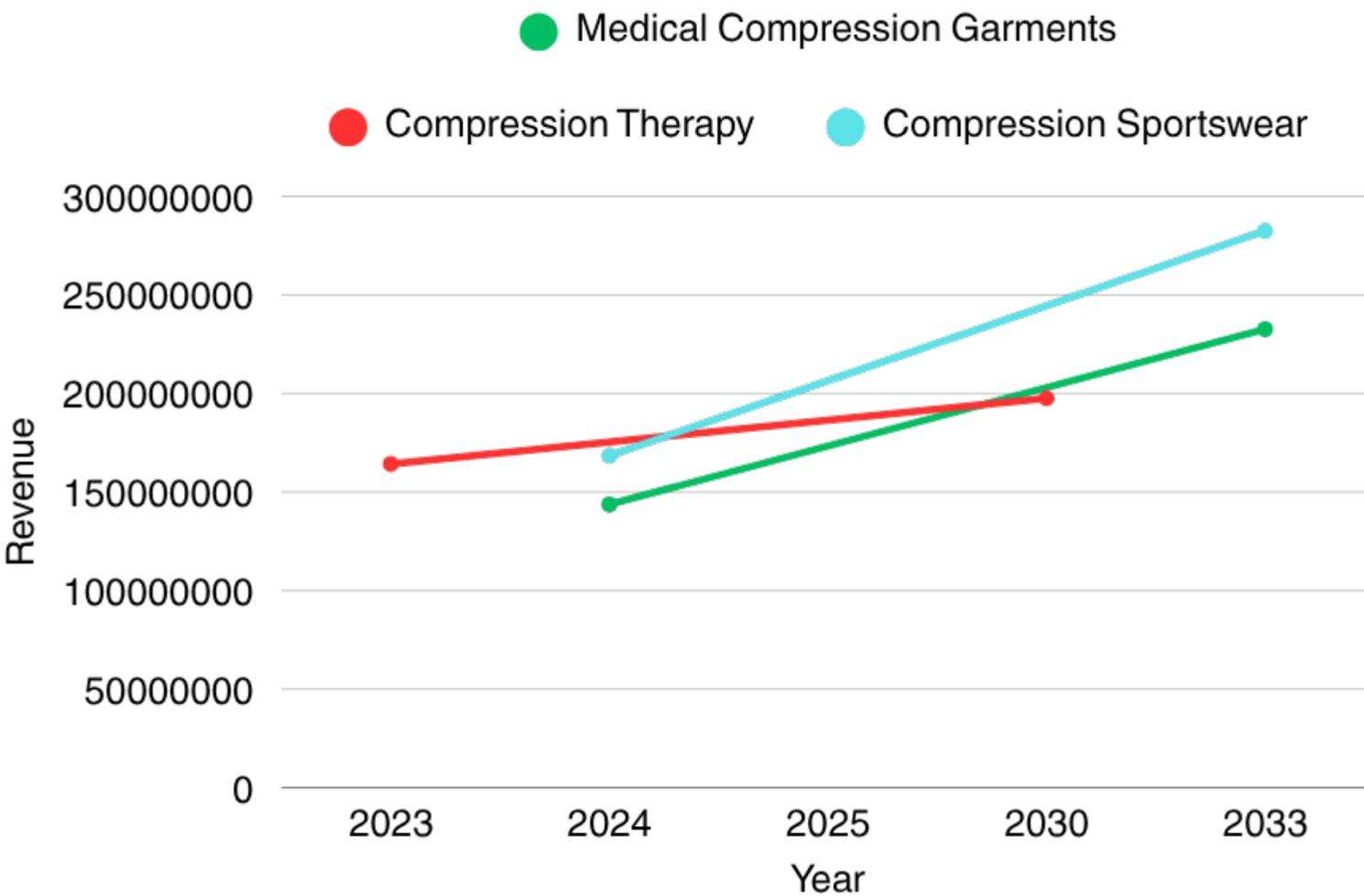


Air-Tec socks are built for flexible positioning and compatibility with shin pads, all without compromising on compression. This versatility gives players full control over fit and feel while maintaining consistent blood flow throughout intense training and match conditions.



Our design focuses on all-day wearability. Air-flow zones, strategically aligned with the body's muscle structure from ankle to toe, help maintain circulation during long flights and extended sitting periods. This allows users to relax. No overheating, no tight bands, and no discomfort over time.

Market Analysis



- The UK medical compression garments market was valued at £143.7M in 2024, and is forecast to rise to £232.6M by 2033, at a CAGR of 5.5%. [Astute Analytica+1](#)
- The UK compression therapy market (broader category) had revenue of £164.3M in 2023, and is forecast to rise to £197.6M by 2030. [Grand View Research](#)
- The UK compression sportswear market is estimated at £168.4M in 2024, projected to reach £282.5M by 2032, at ~6.68% CAGR. [Credence Research Inc.](#)

Thank You



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