

Pooghe Laundry
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POOGHE MAKES SWEATING STYLISH
Luxury anti-odor collection to debut in September

MILWAUKEE, WI (July 23, 2008) - Now you can sweat in style and confidence with Pooghe Laundry's second collection of luxury base-layer apparel, made with ultra-soft Supima cotton and nanoscale silver, which will be debuting in September.

Pooghe Laundry, created by Steve Monte, is a premier provider of luxury base-layer apparel equipped with anti-odor and antimicrobial SmartSilver nanotechnology. As a person sweats, Pooghe's silver ions are automatically released, eliminating bacteria from perspiration instantly thus leaving the skin and clothing feeling fresh and odor-free. Further, nanosilver is intimately and permanently blended into the fibers of fabric and will last for the life of your Pooghe garment. It will stay fresh with cold water washing, saving 60% of the energy needed to heat the water and eliminating the need for chemical bleach. During a time when many companies are outsourcing production overseas to save costs, Monte has taken it upon himself to enhance the local economy by ensuring that the entire collection of his base layer garments are made exclusively in the USA.

Pooghe's second line has expanded to include garments ranging from socks to tees to leggings, all made out of Supima cotton, the latest and most luxurious feeling cotton whose texture, as Monte said, can only be described as "Delicious." Every aspect of this sleek and sexy line was designed by Monte, even the weight of the cotton, and has been made to give an absolute perfect fit with complete comfort. Monte is truly passionate about his craft and is dedicated to creating the best fitting product for his customers.

Monte says it best: "You have to want your customers." Since 2007 when Monte, a retired naval hospital corpsman, created the first collection of Pooghe Laundry he has strived to listen to what customers want the most then act upon it. Monte describes his philosophy, "If you really want to sell something ask your customers what they really want, and then WOW them." After interviewing hundreds of people, Pooghe Laundry has brought together the latest in SmartSilver nanotechnology and the latest in high-end fashion. Pooghe fits every lifestyle, from the most active to the most glamorous, from moms, to athletes, to celebrities.

Pooghe's latest collection will be available for purchase at Pooghe's website, <http://www.pooghe.com> and at select retailers across the United States. More updates on which stores will be offering Pooghe's latest line will be available shortly.

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