EXPLORING BOHUSLÄN
Three great days with the Icebug Xperience

MADE BY SWEDEN
Nature as a unique selling point

GO GREEN!
The industry is ready for the next step

20 innovative products compete for the Scandinavian Outdoor Award
Carrying less is good. But carrying right is great. Our new, upgraded line of tents consists of 16 high-performance shelters for all reasons and seasons. All with the perfect balance between weight and reliability. Because lightweight is not enough.

When we build gear, we not only have to face your standards, we have to match our own as well - in terms of ruggedness, attention to detail and not least: sustainability.

When you buy a Fjällräven tent, you can trust its performance in the wilderness, not just on the weighing scales.
New members

THE SOG FAMILY keeps growing, now with two development members:

NOKIAN FOOTWEAR claims to produce the best rubber boots on the market. Their hardwearing, high-performance boots combine cutting edge Finnish design with more than 100 years of experience.

nokianjalkineet.fi

ALFA has been a contributor to the proud Norwegian outdoor traditions for more than 80 years. Today, Alfa aims to offer a better outdoor experience by providing high-end ski, trekking and hunting boots for the quality conscious outdoor enthusiasts.

alfa.no

The new board

WE ARE PROUD to present the new SOG board with three new board members. This board of directors was elected at our Annual Assembly in Östersund, Sweden, in April. The members are all enthusiastic and have already started to work with a strategy for the future of SOG.

DIRECTORS OF THE BOARD:
David Ekelund (Icebug)
Lars E Johansen (Aclima)
Staffan Rönn (Klättermusen)
Mark Suiker (Bergans)
Pål Hellerud (Viking Footwear)
Andreas Holm (Thule)

DEPUTIES OF THE BOARD:
Nora Juul Helliksen (Helsport) NEW!
John Are Lindstad (Fjällräven) NEW!

Don’t miss!

SCANDINAVIAN BAR
Wednesday 15 July, 10.00: Official opening of the Scandinavian Bar
Wednesday 15 July, 17.30: Prize Ceremony for the Scandinavian Outdoor Award
Wednesday-Friday, 17.00-18.00: Happy hour, beer and music

SOG PRESS CONFERENCE
Thursday 16 July, 12.00-13.00, Conference Center West, Room “Schweiz”

Remember to enjoy nature!

THE PEOPLE in this industry are dedicated. We love our jobs, have our hearts in the gear and we are passionate about what it does for so many. Namely, that more people can enjoy a life outdoors and those already doing so can make it easier - more fun - drier - more comfortable - warmer.

We are working intensively and devotedly because we love the outdoors, and because our gear, the passionate people in the industry as well as the soulful, interested customers, inspires us - and because we love nature.

I am both proud and happy that I get to be a part of this world and I hope you are too. But do not forget why. Do not forget to enjoy a leisurely hike in the mountains in the evening sun, climb a steep cliff high above the treetops, wake up in a tent during a light summer rain or run around the lake where you live. Do not forget to enjoy nature - as well as all of the opportunities and great experiences that she gives us.

Sara Wänseth, General Secretary of SOG
News from the North

Norwegian natural design
Norway is lining up some exciting architectural projects that feature a connection with the natural world. One of them is Tverrfjellhytta, outside Hjerkinn in Dovrefjällen, designed by the award-winning agency, Snøhetta. The 90-square-meter building belongs to the Norwegian Wild Reindeer Foundation, which preserves and disseminates knowledge about Norwegian wild reindeer herds. Visitors can hike here and then look out over the landscape and watch reindeer through the large panoramic window while sitting on soft wooden sofas, warmed by a glowing fire.

Five new national parks
Sweden is getting five new national parks. In May Sweden’s Environmental Protection Agency (Naturvårdsverket) published a list of possible locations, such as Reivo in Lapland, the Njordö archipelago near Stockholm, the Västdalen lodge in Jamtland, Åsnen in Kronoberg and Lake Bastetrask on Gotland. Among the existing 29 national parks in Sweden, Sarek is probably the most famous, and one of the oldest parks in Europe. National Park status grants an area the highest level of environmental protection while guaranteeing comprehensive government support.

Find Finnish nature
Are you looking for the best online information on Finland’s 39 national parks? Or on its seven national hiking areas and twelve official wilderness areas, which together cover 15,000 square kilometers of land? If so, you should visit the government initiative, Outdoors.fi. Even if the graphics are not that impressive, content-wise it is the best outdoor guide out of all the Nordic websites.

SOG’s new clothes
SOG’s new web platform was released in January this year. The purpose of the new site is to show what the organization is doing in an inspiring way. Equally important, it is an easy way for retailers and the press to find useful information and press releases from all the member companies and their brands. The SOG website showcases all current activities, like the Scandinavian Village, Outdoor Academies and the Scandinavian Outdoor Awards. Also, all the major fairs have categorized pressrooms with quick access to press releases from every brand for each event. And it’s possible to access everything by a mobile device. Statistics show that the number of visitors has grown by 55 percent and the number of page views is up 60 percent over last year. “With mobile web users growing faster than the number of Internet users as a whole, expectations were high that the site be functional and look great on mobile devices,” says Ørjan Vatnaland, Art Director at Hjärtat, the agency responsible for designing and developing the site.

Stand up for the sea
Stand up paddleboarding is becoming more and more popular as an exploring device. The two Swedish adventures Oskar Kihlborg and Sören Kjellkvist crossed the open sea from the island Gotland to Stockholm city in June, the journey took them ten days. The mission was also to collect microplastics to raise awareness about environmental problems in the marine ecosystem. Every year, according to Stockholm University, 40 tonnes of plastic pieces pollutes the Baltic sea from, among other things, cosmetic products, shower gel and toothpaste.

Restoration in the Swedish mountains
The Swedish Tourist Association’s project “Save Kungsleden” continues, meter by meter, in order to ensure access to the world of the Swedish mountains. Anyone who enjoys this historic trail can participate and become a sponsor for 25 Swedish kronor per meter. In total, Kungsleden runs 400 kilometers from Abisko to Hemavan, but it is in dire need of maintenance. Among other things, there is a plan to renovate the cottage in Alesjaure, which is the most visited site along the entire trail.
Increased interest in education

ECOTOURISM IS INCREASING and the role of the “outdoor guide” has gone from being a part-time hobby to an actual profession. In just a few years, interest in outdoor education has increased dramatically in Sweden. Many programs today have such overwhelming interest that they have to turn down applicants, who often come from other countries.

“We have four times more applicants than we can accept in our program,” says Bosse Weslien, course leader at Sjövik’s community college, which has a one-year program in outdoor life, crafts and leadership. Even the community college in Älvdalen, which has a Mountain and Adventure program that accepts a maximum of 16 students, had 230 applicants last fall. According to figures from Etour, the annual turnover of the Swedish eco-tourism industry today is SEK 3.6 billion, and many of the companies demand trained staff and guides.

Outdoor summit in October

FROM OCTOBER 13-15, 2015, the highly anticipated European Outdoor Summit 2015 will take place in the city of Sheffield, also called “the outdoor capital of the UK.” The Event has already received a huge level of support from sponsors, including Thule, the Swedish company known for its practical carrying solutions. The event has also attracted inspiring speakers like Lord Sebastian Coe. Further details and workshops will be announced in the coming months, but delegates can see the initial line-up on the EOS website.

delicious organic snacks at the eco-bar

A shell for all weather

Our softshell jackets are full of colours and functional details. Best protection, ultimate comfort and easy dressing up for toddlers, kids and juniors. Warning: after wearing a softshell, many kids will prefer it over any other garment.

- Blocks winds outside, yet breathes
- Wipe clean and avoid washing – the surface will stay water and dirt repellent longer

Scandinavian Village, Hall 5, booth 208

reima®
growing up outdoors
**7 PRODUCTS YOU CAN’T MISS AT OUTDOOR**

1. **Bold new look**
   For the 2016 summer season, Viking is releasing a new version of its trail running shoe. The Apex II will continue to deliver a high level of foot comfort, together with a sleek and sporty style with bright color combos for both men and women. Weighing in at only 297 grams, the Apex II is made from a synthetic engineered mesh. This material is quick-drying, highly breathable and has a tighter weave over key areas of the foot for increased support.
   vikingfootwear.com

2. **Pathfinder**
   Compasses are Silva’s heritage, and now the Swedish company has taken it one step further and developed the Silva Trail Run compass. It is, as the name points out, optimized for Trail Running due to its small size and lightweight design with only a few necessary details. The back of the baseplate has beveled corners to make it fit perfectly in the hand and also to minimize the weight. The adjustable, colorful wrist lanyard holds the compass tightly in place during the run.
   silva.se

3. **Backing it up**
   The Helium backpack is extremely light yet very robust. It has been an integral part of the Bergans backpack range for a long time. For the 2016 season, it has been completely redesigned and equipped with a new adjustable back length feature, it is based on the newly developed and comfortable Quick Adjust™ Pro back system, which can be adjusted in an instant to the desired position. The backpack still only weighs in at one kilogram - with a volume of 55 liters.
   bergans.com

4. **Base camp**
   The new Hilleberg Tarp 5 Tent was designed specifically with the minimalist solo backpacker in mind. It weighs just 320 grams, yet is remarkably strong, thanks to its Kerlon 1000 fabric, which has a stout 8 kilograms tear strength. The Tarp 5’s innovative design makes it easy to get into and out of, whether you pitch it higher off the ground for full air flow, or lower to the ground for maximum weather protection.
   hilleberg.com

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**Overall Winner S.O.G**
Award ISPO 2015
New generation outdoor beanies!
Stand A4-102 at Outdoor
Please contact Sätila of Sweden for further information.
satila.com
In Volvo’s campaign **Made by Sweden**, the extreme natural surroundings presented represent the very foundation for the story of the country. Maybe the Swedes are not as ordinary as they might think?

**TEXT NICOLAS JÄNDEL**

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**5 Award winning hoodie**

**ROJK’S PRIMALOFT ZIPPEH HOOD** was voted winner of the Scandinavian Outdoor Award, at OutDoor Friedrichshafen, 2014. The Zippen Hood is perhaps ROJK’s most versatile garment. With a unique blend of PrimaLoft Polyester and merino wool, the Zippen Hood is just as multi-functional as you could possibly imagine. With discreet zip pockets, you can always keep valuables close. In short, it’s your best travel companion ever!

rojksuperwear.com

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**6 Finnish Classic**

**NOKIAN FOOTWEAR**, which was founded in 1898, introduces a new highlight for the upcoming season: The Kevo Outlast High is a sporty wellie for challenging outdoor uses with a temperature regulating outlast lining to keep your feet comfortable and dry. The boot comes with a new, non-slip outdoor outsole - a true Finnish classic that assembles the best of the company’s more than 100 years of experience in the rubber boot business.

nokianjalkineet.fi

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**7 A true trailblazer**

**PANTS FROM LUNDHAGS** are part of almost every Scandinavian’s packing list for outdoor adventures due to their high quality and functionality. The new Balkaa model made from LPC takes it one step further. Balkaa is the Sami word for trail - and that is exactly where the new pants belong. Strong polyester fabrics combined with the softness of cotton make for a very comfortable fit and large stretch panels in the rear, around the knees and crotch provide excellent movability. Ventilation along the legs, from the rear to the knees and cuffs with a boot hook are further well thought through details that come in handy while being outdoors. The modern fit makes the Basalka pants a perfect choice for active users. It is available in short, regular and long, which makes for a total of 57 different sizes (available for men and women).

lundhags.se


The camera sweeps over blue ice, a frosted pane of glass, through forests and amongst swirling leaves. The light goes dim, with blue-black shades and impressions that are really as far away from a tourist brochure about Sweden as you can get.

Scenes from Volvo’s Made by Sweden-film, which was rolled out on social media and as television advertisements, portrays a Sweden where the harsh, melancholy must take place, and natures uncompromising forces from Kiruna in the north to Tjörnbron in the south are always present as the framework for the story.

It is something completely different than the environments presented in traditional car advertising. The raw and unspoiled get a place in the marketing context and become an explanation to what is uniquely Scandinavian and typically Swedish. This is the image Volvo has chosen to present in order to sell more cars. Why?

“We are trying to show that Volvos are created by Sweden, from the very specific conditions we have here with such a long country and four seasons. From the winter to summer, really anything can happen here with such a long country and four seasons. From the very specific conditions we have,” explains Volvo’s Marketing Manager Per Carleö.

Volvo’s Made by Sweden way of thinking began with Swedish House Mafia commercials and continued with Zlatan, in cooperation with the Volvo XC70.

Each time there was a connection to the Swedish nature. Nature becomes almost like a retreat where we seek security. The Swedes have indeed lost touch with religion, but have always maintained a kind of spiritual connection to the mountains, the water and the forests.

“Many of us today live very stressful lives and want to escape from the stress to some form of mindfulness, an inner calm. The destination is not necessarily the most important thing, rather the journey there may be what matters most. I think there is a pull towards something natural and unspoiled that exists among many Swedes”, says Per Carleö.

The Swedish lifestyle

Nature appears to be a powerful motivator for many foreign visitors that make their way to Scandinavia and Sweden. As for the trademark Sweden, these associations are also very high on the list of images that curious visitors have of the country, something that is confirmed by Visit Sweden. According to Visit Sweden, there are two parameters that stand out when talking about the perception of Sweden in the outside world: nature and the Swedish lifestyle. The Swedish lifestyle includes a curiosity for culture, design and food.

Moreover, it appears that the two parts, nature and lifestyle, are strongly interlinked. Nature affects us so strongly that it reflects in almost everything we do, regardless of the expression. This is Volvo’s interpretation anyhow – and the more that the population itself is fed with this image, the more it is adopted by society.

“The Volvo campaign and similar campaigns, from others like Ikea, are to some extent a kind of meta-truth about what is Swedish. It identifies and selects the elements that stand out as uniquely Swedish – nature, the unembellished, simplicity, natural – and it plays, of course, further upon the image we have of ourselves”, says Niklas Turner Olovzon, Brand Expert and CEO of Passion lab.

According to him, there is an international curiosity for those very values that Sweden has traditionally been poor at exploiting (even if the tourism industry over the last few years has increased).

“Swedes ourselves believe that we live in a land of the ordinary, but from the outside, we are considered as one of the world’s most extreme countries. Earlier it was things like the social safety net and the equality minded social structure that people associated the country with”, explains Turner Olovzon.

“Today, I think we are known to be a kind of high-tech nature people, down to earth, but with a trendy and innovative sense that really stands out in relation to the population”, he continues.

The northerly country Sweden could turn it up to a notch and ride on an even greater wave when it comes to brand building, says Turner Olovzon. There is something unique about the connection to the climate and to the harsh nature that many in the world will be excited by. He mentions aurora borealis (northern lights) tourism as an example.

“It can be seen in almost all surveys and measurements that the international perception of Sweden has an almost mythical aura of purity, modesty, minimalism, a country colored in natural earth tones”.

But, is there a risk that a depressing feeling might be generated? Who wants to associate with the closed-off, tight-clenched, dejected person over there in the corner? The big, dark and powerful forces present in Scandinavian nature might risk scaring people away rather than attracting them.

Volvo discussed the risks facing its Made By campaign, but chose to take the plunge.

“Well, it is clear that we have had discussions about it, but the truth is actually that we northerners are not always the peppiest people. And a little bit of this can be heard in the music chosen. Songs in a minor key beat out songs in a major key nine times out of ten”, explains Volvo’s Per Carleö.
Bohuslän  
BY FOOT

If you are going to experience something for real, you should get close to it. And if you want to get close, you should do so on foot. With its three days, and 75 kilometers along the granite cliffs, the Icebug Xperience shows off Bohuslän like you have never seen it before.

TEXT MAGNUS CARLSSON

During the summer, the Bohuslän region in western Sweden is a place full of hustle and bustle. At its heart is the quaint old fishing village Smögen, which today is one of Sweden’s most popular vacation destinations. However, when the countryside is free of tourists in late August, a new landscape opens up. A landscape made for walking and running. From September 4 to 6, the Icebug Xperience is held. It is an event in which participants walk or run 75 kilometers over three days.

“With the Icebug Xperience, we want to offer an opportunity to experience Bohuslän in an entirely new way. There are many similar races that take place in mountain environments, so we felt it was time to show the fantastic nature we have to offer on the west coast”, says Jonas Fernström, Race Manager at Icebug and initiator of the Icebug Xperience.

Icebug is the world’s leading brand when it comes to running shoes for slippery surfaces. Icebug’s shoes work on clay, ice – and on slippery rocks.

“This is our backyard. Our shoes are made to give great grip on every possible surface and at Icebug, we use our products year round. Our mission is to get more people to discover all of what running has to offer and we want to show that it is possible to run and walk, even on the most slippery rocks”.

Three days - three distances

The hub of the Icebug Xperience is Ramsvik Stugby & Camping, which acts as a sort of race center for the entire event. The race is divided into three days, where the first day’s run is from Bohus-Malmön to Kungshamn. The next day is from Ramsvik to the well-known pier Smögenbryggan, which, with its restaurants, shops, and boathouses are a well-known tourist attraction. The third day is the trail between Hunnebostrand and Ramsvik.

“This gives us a route that really has it all. We have both Ramviksländer and the amazing Bohus granite, which is an incredible experience. But along the way, we also have some of the finest woodland trails that the West Coast has to offer”, says Fernström.

Community in focus

The idea of the Icebug Xperience is that it should be something other than a normal race; where community is the focus rather than performance. At the Icebug Xperience you choose the tempo at which you want to cover the distance, and whether you want to hike or run. Most participants stay in the race village, and then eat breakfast, lunch and dinner together, which make it an even greater experience.

“I think that many people have participated in an ordinary race and felt an empty feeling afterwards when it’s all over. Here, you can keep that pleasant feeling even when you have crossed the finish line. At the Icebug Xperience, we have a real community, where you get to meet many people you would otherwise never have met. Last year, we had participants from fifteen nations”, says Fernström.

He also emphasizes the importance of good food and drink for a perfect experience.

“It is important for us to make the experience even better by offering top class food and drinks. We strive to serve the best food and work as much as possible with organic and local products. We have, for example, world-class seafood here and it’s something everyone should get the opportunity to try”.

MAGNUS CARLSSON

Selected destination
Selected destination

Explore Bohuslän on your own

THE ICEBUG XPERIENCE takes place in early September, but for those wanting to explore the area on their own before then, there are plenty of good opportunities. If you want to train for the Icebug Xperience, Ramvik Stugby & Camping, in cooperation with the West Sweden Tourist Board, offers a package where you can stay in a boathouse cottage in Ramvik and test the running stage between Ramvik and Smögen. The package includes breakfast, lunch, dinner and a well-deserved sauna by the sea. Similar packages are also available for hiking in the Ramsvikslanet nature reserve, which is a totally unique landscape. Here, among the red Bohus granite, are endless ruminants from the last ice age in the form of round rocks and giant potholes. The area is about five kilometers long, two to three kilometers wide and well worth exploring in its entirety.

In the area is also the 70-kilometer long trail Soteleden - a unique nature experience that blends magical forest environments with rocks and saltwater. Along the way are both shelters and simpler cabins for those wishing to stay overnight.

At Åby Manor, where the Soteleden ends is the Nordic Ark, a nature experience that tells the story of how it looked in the 1700s. If you want to maximize your experience of nature and animals, stay at Hotel Nordens Ark, with animals just around the corner. Nordens Ark offers a package for those wanting to explore the area on their own before then, with accommodation, breakfast, lunch, dinner and a well-deserved sauna by the sea.

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More outdoor inspiration

1. FJÄLLRÄVEN CLASSIC ATTRACTS RECORD NUMBERS

Started ten years ago with the aim of giving people something a little bit different, this is perhaps the role model for all Scandinavian outdoor events. The 110 km hike along the beautiful Kungsleden between Nikkaluokta and Abisko started with a few hundred participants. Interest has now increased tenfold.

Read more about the hiking and running packages at: vastsverige.com.

Walkstool

Light, compact and comfortable to sit on.

Walkstool is a Swedish invention and the only three legged stool in the world with telescopic legs, patents and trade mark protections. Walkstool is available in six different models. The four Comfort models are produced in our own factory in Sweden.

Telescopic legs makes Walkstool very compact and offers two sitting positions - with and without folding out the lower legs. Just think of all the situations when it would be perfect to have something nice to sit on - while hunting, at the barbecue or perhaps at work.

Visit www.walkstool.com to find where to buy it. Walkstool is being sold in more than 45 countries.

Super as a gift to employees and customers. It shows that you care. Why stand when you can sit?
A natural step

Is the outdoor industry becoming a pioneer in sustainability issues? Gabriel Arthur, editor of the German magazine NORR Skandinavien-Magazin, talks about the development in an industry where environmental issues are becoming hotter and hotter.

TEXT GABRIEL ARTHUR ILLUSTRATIONS NADIA NÖRBOM

It’s nice to finally be able to say: the outdoor industry is on its way to becoming a fairly mature industry when it comes to environmentalism – at least for the companies in the industry who are actively working with sustainability issues.

This will be the tenth Outdoor trade fair in Friedrichshafen in a row for me. Ten years ago, we started NORR, a magazine about outdoor recreation, nature and the environment in the Nordic countries. Throughout the years I have closely followed the environmental issues at hand, as they are a strong interest even at the personal level. I began my journalistic career as Editor of the Swedish magazine Friends of the Earth and I have always thought that there is an obvious link between the outdoor industry and environmental commitment.

When I started visiting international fairs in Friedrichshafen and Munich, I realized that not everyone thought so. Ten years ago, I asked various companies how they worked with environmental issues. I was often referred to some young trainee who was passionate about the subject and was shown a few T-shirts made from organic cotton.

Back then, the outdoor industry was lagging behind many other industries. To understand why an industry that wants to make it easy for people to enjoy nature started working on environmental issues so late, we have to go back in time.

Polluters acted early

For decades, the environmental movement has turned against the classic polluters. They have protested against businesses that devastate rainforests or drill for oil in sensitive environments.

In the early nineties more and more environmentally committed individuals and organizations began to highlight the idea that they would work together with the business community – not just against it. There was a vested interest in starting work on environmental issues. Consumers would soon opt out of polluters and reward those who did a great job.

In addition, systematic environmental work often results in reduced costs and gaining better control over business operations.

Therefore, ever since that time, for over twenty years, many companies and industries worked to make their operations greener. And the logic was the same as then: it is the combination of the carrot and the stick that makes things happen.

The fear of being attacked by environmental organizations and the media, and the hope of becoming more efficient and profitable has led to the introduction of the complex environmental management system ISO 14001.

Furthermore, the EU has played an important role, by gradually tightening a number of environmental laws and allowing the environmental impact to be a factor in public procurement (though not as much as one could wish).

The pattern has been clear: in addition to some companies run by environmentally committed enthusiasts, like the success story Bodyshop under the guidance of Anita Roddick, polluters have often acted early. Businesses and industries that have risked heavy blows by the green whip have been forced to improve.

International oil giants such as Shell and BP started work early on sustainability issues. The major automakers introduced environmental management systems at their factories and airlines began to...
measure their carbon emissions. This created ripples as they began making the same demands on their suppliers.

Whatever one may think about these sectors, it can be observed that they acquired knowledge and control of their environmental impact fairly early – although it has not always resulted in their environmental impact decreasing very much. However, knowledge is always the first step.

In the media shadow
The outdoor industry was not questioned in the same way, and this was probably one of the reasons why it took longer here. Some small enthusiasts, such as the Swedish company Klattermusen and the larger Patagonia acted early and were pioneers. Yet, ten years ago, the environmentalists among most of the exhibitors at Outdoor were a minority. It was as if the industry, media and customers were thinking, “we like nature so much and we like quality products, it is obvious that we are not polluters.”

A few years later, one of the biggest Scandinavian companies decided to start taking their organization in the green direction and they made a major customer survey. It turned out that the majority of customers took for granted that the company had already begun working on this.

This realization began to spread throughout the industry: “our target audience sees it as a no brainer that we are trying to reduce our environmental impact.” And then, of course, the next question pops up: “How would our target audience react if we don’t?”

Someone who simultaneously became aware of this phenomenon was Greenpeace, which targeted the use of chemicals in the outdoor and sporting goods industry. In practice, one can say that in 2011 Greenpeace gave an international ultimatum: “If you do not take this seriously, we will go on the attack.” Several outdoor companies such as Fjällräven, believed that Greenpeace helped to highlight an important industry issue.

The benefits of acting and the disadvantages of being passive became clearer.

The intro is over
Over the last five to ten years, several outdoor companies have stepped up with big strides. They have made sustainability reports, phased out harmful and hazardous chemicals and recycling ideas have taken root. Even in stores, several players began highlighting environmentally friendly products.

If I, as a journalist, compare this with how oil companies have acted, for example, it is a world of difference. The oil companies realized quite early, I believe, that their customers do not have a particularly high regard for them. Few people change petrol stations when BP turns the Gulf of Mexico into an oil slick. It’s more about how we think that the oil companies are working. Oil companies were early to jump onto the green bandwagon – but their progress is slow.

In the outdoor industry, the logic is simple: between both employees and customers are lots of people who really like nature, and who also realize that a corrupt nature means that their favorite interests are threatened. It makes for driving forces that are stronger than in many other places.

And it means that issues that were hot four-five years ago - for example, to influence textile suppliers to reduce their water consumption and chemical use – are now quite understood. Today, there is knowledge, more and more control over operations as well as plans.

The introduction for the outdoor industry is over. Now, it is purposeful and long-term efforts that apply. And what happens next depends in part on how customers act.

Among those who research the link between consumer behavior and corporate environmental work, there is an indisputable truth: companies react to numbers. As long as customers do not make active environmental choices, it may suffice to “greenwash” in order not to be punished by customers. However, when people start to reward the green alternatives – this is when things happen quickly.

In Sweden there are studies showing that about five percent of customers consider environmental aspects when shopping for outdoor products. An interesting parallel is the development of organic food.

For many years, there was almost exactly the same purchasing behavior: about five percent chose organic products.

But once the organic ball started rolling, it rolled very quickly. Last year, the sale of organic food increased by 38 percent in Sweden.

If sales of environmentally friendly outdoor products increased by 38 percent in one year - we will soon have much more sustainable outdoor recreation.
Chemicals
Products with high functionality are often made of complex materials. The finished products should not be the only thing examined from a chemical point of view - what are the environmental and working conditions at the textile manufacturers, dyers and other subcontractors?

Energy and water
The CO₂ question will always be important when it comes to the environment. Power consumption can be reduced in production and transportation - and is green or dirty electricity being used? Water consumption can differ greatly between different manufacturers.

Subcontractors
Does the company have an environmental policy that places demands on suppliers, in terms of environmental and CSR issues? Are the materials manufactured within the EU, which has significantly tougher laws than many other countries?

Ecodesign
"Circular economy" is a keyword in the transition towards a sustainable society. The parts of a product will either be able to go back in the biological cycle, or be reused with virtually the same quality.

Transparency
How should outdoor businesses measure, report and tell us about their environmental efforts for customers to be able to make objective choices? Should they try to reach different consensuses or should pioneers take the lead and create their own systems, labels, etc?

Five important questions for the outdoor industry

Please visit us at Outdoor Friedrichshafen 2015 in hall A5-313 or at www.organotex.com
When Johan Skullman, Fjällräven’s equipment expert and test manager, describes the Numbers collection, he prefers to talk about system development over product development. That’s probably a throwback to his background as an officer and development manager in the Swedish Armed Forces.

“It’s the entirety that’s important. Every part of your clothing and equipment must work together. When you find yourself in exposed environments, you should be able to adapt your clothing to the situation, the weather and the terrain. That was the basic idea when we developed the Numbers collection,” says Johan Skullman.

Along those lines, the Gaiter Trouser No. 1 is described as a small system in itself. The trousers can easily be made into a pair of sturdy shorts, and the lower part of the legs can be made into a pair of gaiters.

“Gaiters are great protection – whether you’re hiking in rugged mountainous areas or through the thickets of the savannah,” Skullman explains.

“For additional ventilation, you can open the zippers along the thighs.”

Another key word was sustainability, both in terms of quality, environmental impact and appearance. Although the trouser has only been on the market since 2012, it has already earned classic status, and is perceived by many as a kind of prototype for the rugged Swedish hiking trouser.

“We’re going against the lightweight trend,” says Skullman.

“We want to show reliable clothing that has multiple functions and lasts a long time. This lowers environmental impact - but we have, of course, also looked at the materials, production and other things from an environmental perspective.”

fjallraven.se

Modern classics

Clothes that last a really long time are beneficial for both the environment and the consumer. A timeless design also contributes to longevity. One successful example is the Numbers collection from Fjällräven, which, since its launch in 2012, has produced many modern classics.

“Gaiters are great protection – whether you’re hiking in rugged mountainous areas or through the thickets of the savannah,” Skullman explains.

“For additional ventilation, you can open the zippers along the thighs.”

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TEXT GABRIEL ARTHUR  PHOTOS ERIK OLSSON

Sustainable solutions

1. Exposed parts are made from G-1000 Heavy Duty fabric, a material that different test labs never managed to tear. Other parts are made from G-1000 Eco, which is a combination of recycled polyester and organic cotton.

2. The pockets are situated on the front of the thighs. This makes it easy to get at things, since leg pockets on the side often slip backward when you sit down and land under the thigh.

3. The gaiter has a drawcord both on top and bottom, and a hook to attach to the bootlaces. The fabric is so rigid that the gaiter keeps its form and protects the shins.

4. In accordance with our sustainability philosophy, the garments in the Numbers collection are easy to care for and repair. The zippers are even easy to replace if they break.

5. With the help of Fjällräven Greenland Wax, the trousers resist moisture even better.
Sustainability

Norwegian Eco-pioneer

Many Scandinavian outdoor companies have come far when it comes to sustainability and CSR. Bergans of Norway is one example. While the company has always kept a fairly low public profile, there is a lot happening behind closed doors.

TEXT GABRIEL ARTHUR

THE OUTDOOR INDUSTRY has always been full of enthusiasts who are passionate about nature and the environment. What’s been missing is a systematic approach. (See story on pages 18–21.) But in the last five to ten years, several companies have taken important steps in that direction. One of them is Bergans of Norway.

In May 2010, Bergans earned the Norwegian environmental certification Miljøfyrtornet (the Environmental Lighthouse). This certification is similar to ISO 14001, but designed for small and midsize businesses. Every aspect of a business’s operations is analyzed, with the goal that companies should start working more systematically and not just make random contributions.

Although Miljøfyrtornet primarily concerns operations in Norway, it gave Bergans a valuable structure, especially for international work. The consultant who helped to implement the system, Christiane Dolva Tørnberg, was hired as Sustainability Manager. In November 2014, Felix Ockborn took over that role.

“Today Bergans looks at the entire value chain, so that we can focus on those areas where we have the greatest environmental impact and where there are risks,” he explains.

“A systematic approach is needed in order to put a strategy in place and to measure and report our impact,” says Ockborn.

The company has identified a number of objectives which must be met by 2020, each with clear milestones along the way. For example, less than two percent of the freight should be carried by air, and all staff must receive annual education in sustainability.

From fashion to outdoor

Felix Ockborn previously worked with sustainability issues within the Swedish fashion group, H & M. During his six months at Bergans, he has noticed some differences between the outdoor and fashion industries.

“The high demands placed on functionality enable outdoor companies like Bergans to work closer with their material suppliers, and forge collaborations that are fewer and longer. This provides greater opportunities to influence the supply chain.”

On the other hand, outdoor companies are small in comparison to the giants in fashion and sports. Larger issues, like the working conditions in Southeast Asia, may be harder to affect when you are a small player.

“Another challenge for the outdoor industry is the use of chemicals,” says Ockborn.

“There has long been a phasing out of harmful or hazardous chemicals. For example, Bergans does not use PFOA in some garments.”

Like many others in the industry, Bergans of Norway collaborates with the Swiss company Blue Sign, which among other things certifies suppliers and materials based on an extensive list of requirements.

bergans.no

From plant to jacket

ANOTHER OF BERGANS’ COLLABORATIONS is with the Japanese textile manufacturer Toray. Toray has developed a new material – Ecodear – that is 30 percent “plant-based,” as it is called when the materials come from the plant kingdom. The outer fabric of the upcoming 3-layer Eidfjord Jacket from Bergans is made from the Ecodear-material. In March Bergans and Toray invited thirty volunteers from ten different countries to test the jacket that Bergans wants to launch in the summer of 2016.

“This is one of the steps we are taking to reduce dependence on fossil fuels and ultimately move towards a more circular economy,” says Felix Ockborn.

“Another challenge for the outdoor industry is the use of chemicals.”
TENTIPI® — SO MUCH MORE THAN A TENT

By combining creative and innovative thinking with the ancient building traditions of nomadic cultures, Tentipi has laid the foundation for a completely new type of tent living. Your tent is no longer simply a form of protection – it’s a comfortable, spacious and safe home that copes admirably with the tough conditions of nature.

After a day of outdoor activities, home life in a Tentipi Nordic tipi is an experience in itself. The circular shape, the genuine ambience and the unique possibility of having a crackling open fire or a stove inside the tent creates a warm, pleasant atmosphere.

With a passion for Nordic tipis, decades of experience and deep insight, Tentipi has created portable, easy-to-use and extremely flexible tents for both regular outdoor pursuit enthusiasts and hard-core, extreme adventurers.

NEW  OLIVIN™ 2 — A HANDY HOME FOR HIKERS

Olivin is a strong, spacious and ingeniously designed 2-man Nordic tipi. Many smart features have been taken from our larger Nordic tipis, for example, our clever In-Tent Vent™ ventilation system. The tent is exceptionally stable in wind and the built-in, foldaway snowflap makes it suitable for all seasons. Total weight with an inner tent: 3.5 kg.

The tent can sleep 2 people plus a dog and has room for 4 people to sit and socialise. In an emergency, a small open fire can be lit inside the tent.

TENTIPI CAMP

NATURE  FIRE  TOGETHERNESS

"An array of Nordic tipis stand on the meadow; a few more can be seen, spread out along the edge of the forest. The night has been chilly and wisps of smoke rise from the chimneys sticking out from the top of the tents. In the big facilities tent, some people are quietly conversing while cooking breakfast over the open fire. A couple of young lads are already busy with a knife and an axe. Down by the cove, preparations are underway for the morning’s canoe trip along the river."

For participants, the essence of a Tentipi Camp is to experience life around an open fire and coming close to nature in all its different forms while at the same time experiencing the comfort and homeliness of life in a Nordic tipi. Another central feature is socializing with family and friends and making new acquaintances with like-minded people. Participants have the option of renting a Nordic tipi.

For organisers, the concept is very flexible. The Tentipi Camp can be the main attraction but it can also serve as a framework or starting point for the organiser’s own activity products. The camp can be big or small and with or without a facilities tent. It can be set up and remain in one place or be moved to different places if it is to take place in conjunction with a mobile nature activity. Simple and easy-to-move toilet and shower facilities promote high mobility.

Potential organisers of a Tentipi Camp are offered support and advice from Tentipi to ensure a cost-effective event.

Do come and talk to us at our stand! A5-408 (Scandinavian Village)

www.tentipi.com  info@tentipi.com
Outdoor Academy of Scandinavia

We invite you home to us. To Scandinavia. To our rough, varied and challenging nature. To uninhabited mountains and deep forests. And to weather that is completely unpredictable.

SEVERAL TIMES EACH YEAR, SOG invites retailers and outdoorsy journalists to the Outdoor Academy of Scandinavia, the OAS. It is a multi-day event in a carefully chosen environment, with tests, activities and accommodations out in nature. With our OAS, we want you to be able to use our gear in a challenging environment, for real, for several days. At the same time, we want you to learn something - about navigation, nature and animals, about participating brands and their philosophies, about putting up the tent in a snow storm, cooking on a mountain, packing a backpack in the best way... You will definitely become a better and more informed salesperson, and you get to bring back both experiences and plenty of new friendships.

Upcoming OAS:


IN THE SPRING OF 2016 will be the premiere of OAS KIDS where we invite retailers and journalists - together with their children! scandinavenooutdoorgroup.com

SCANDINAVIAN OUTDOOR AWARD

The jury is competent, well known and extremely committed. Handpicked for the responsible task to judge all the contributions for the competition Scandinavian outdoor award.

SINCE 2006, the competition for the Scandinavian Outdoor Award (SOA) aims to support product and design innovations as well as to promote new Scandinavian outdoor products. Today, the award enjoys a high recognition within the industry and media thanks to the very thorough evaluation process.

A total of 20 products, from brands of the Scandinavian Outdoor Group, is nominated to compete for the Scandinavian Outdoor Award. The international jury team composed of prestigious outdoor and industry journalists bases its final judgement on the following criterions: Design, Innovation, Functionality, Quality and Sustainability. The main award categories for every season are: Overall Winner and Sustainability.

In addition to the main categories, there will be the sub-categories: Apparel, Footwear, Hardware, Kids and Jury’s Honorary Mention.

The jury members represent their publishing houses or company. Collectively, they are bringing more than 100 years of outdoor product experience and current market knowledge to the meetings. The team of journalists has its own dynamic and develops methods and rules together with SOG, who provides the platform and organization. The jury president is Frank Wacker from Outdoor Magazin in Germany, and some of the other magazines represented are NORR (Germany), Oppad (the Netherlands) and Friluftsliv (Sweden).

SEE THE 20 NOMINEES ON THE NEXT PAGE!
THE 20 NOMINEES

Twenty products are aggressively tested and discussed over the two days with the international jury. Take a look at the nominated products and don’t miss the official prize ceremony at the Scandinavian Bar, Wednesday 15 July, 17.30!

- Trail Run compass, Silva Sweden AB
- Race Plate Zoom compass, Silva Sweden AB
- Fonnfell PRO, Helsport
- Niak, Hilleberg
- Abisko Shape 2 tent, Fjällräven
- Olivin 2 Nordic Tipi Tent, Tentipi
- Chair backpack, Silva Sweden AB
- Fjellheimen (65L/85L), Helsport
- Helium backpack, Bergans of Norway
- Aegis Pants, Houdini Sportswear AB
- Niak, Hilleberg
- Abisko Eco Shell jacket W, Fjällräven
- Eidfjord Jacket, Bergans of Norway
- Fjorgyn Anorak Jacket, Klättermusen
- Baalka, Lundhags
- JUV A/P/S, Alfa Sko AS
- Apex II GTX, Viking
- Dis Boa GTX, Viking
- Barken boots, Haglöfs

ALSO COMPETING (but without photos when going to press): PrimaLoft SuperUndies Chicks, and PrimaLoft SuperUndies Guys, ROJK Superwear.
Official opening of the Scandinavian Village.

HAPPY HOUR in the Scandinavian Bar!
Wednesday – Friday, at 17.00 – 18.00

Wednesday July 15th, at 10.00-10.15
SOA Prize Ceremony in the Scandinavian Bar.

NORRØNA
FJÄLLRÄVEN
HAGLÖFS
DEVOLD
VILLAGE
SCANDINAVIAN
HIGHLIGHTS IN THE VILLAGE

SOG1502s36-39.indd   2
SOG1502s36-39.indd   3

See all new innovations from Scandinavia in
the Scandinavian Bar goes natural, taste 100%
nature!

†

Guide for retailers
A product overview from the exhibitors in the Scandinavian Village.

Bergans A5-301 X X X X X X X X X X X X
Devid A5-301 X X X X X X X X X X X X
Drytech A5-306 X X X X X X X X X X X X
Ecco A5-402 X X X X X X X X X X X X
Exel A5-309 X X X X X X X X X X X X
Fjällräven A5-200 X X X X X X X X X X X X
Haglups A5-300 X X X X X X X X X X X X
Helsport A5-407 X X X X X X X X X X X X
Hilberg A5-403 X X X X X X X X X X X X
Houdini A5-302 X X X X X X X X X X X X
Isbjörn of Sweden A5-305 X X X X X X X X X X X X
Klättermusen A5-404 X X X X X X X X X X X X
Light My Fire A5-304 X X X X X X X X X X X X
Lundhags A5-405 X X X X X X X X X X X X
Morakniv A5-315 X X X X X X X X X X X X
Nokken A5-312 X X X X X X X X X X X X
Norrens A5-400 X X X X X X X X X X X X
Peak Performance A5-303 X X X X X X X X X X X X
Point65 A5-308 X X X X X X X X X X X X
Reima A5-208 X X X X X X X X X X X X
Röjk A5-314 X X X X X X X X X X X X
Silva A5-310 X X X X X X X X X X X X
Tenquip A5-408 X X X X X X X X X X X X
Trangia A5-312 X X X X X X X X X X X X
Viking A5-406 X X X X X X X X X X X X
Walkstool A5-311 X X X X X X X X X X X X

A5-301 Bergans is almost an institution for outdoor-loving Norwegians. The company was founded in 1908 when Ole Bergan invented the modern backpack. None. Bergans also makes sleeping bags, tents, functional clothing and foldable Alu canoes. Ever since Amundsen reached the South Pole, Bergans products have been on countless expeditions, and adventure and innovation is still the basis for the company today. bergans.com

Sales: Bergans Outdoor GmbH, bergans@bergans.de, +49 40 30 98 561 0
PR: Christoph Centmayer, christoph.centmayer@bergans.no, +47 91 585 380

A5-401 Drytech is based in Tromsø, up above the Arctic Circle in Norway. The Real Turmat meals (also known as Real Expedition Meals) are made mostly from fresh natural Norwegian ingredients and carefully freeze dried. Drytech has developed its own freeze drying process, which is designed to keep as much of the natural taste, aroma, appearance and nutrition of the meal as possible. drytech.no
Sales: Ronde Skjønes, info@devold.no, +47 91 593 380
PR: Sigurunn Hafthorsdottir, sh@devold.no

A5-306 Many cold regions of the world have been explored by people wearing undergarment from Drytech of Norway. The company has supported Norwegian polar and climbing expeditions for over 100 years, but the company is even older. It was started in 1853. Still today, Drytech manufactures high quality underwear, nightwear, jackets and socks from the finest Merino wool. devold.com

Sales: Knut Stensaker, sales@devold.no, +47 91 585 380
PR: Sigurunn Hafthorsdottir, sh@devold.no

A5-402 For Ecco, it was a natural step forward to enter the outdoor world. The Danish footwear brand has succeeded in all segments tested. The high quality of every Ecco shoe is a result of the entire manufacturing chain being owned by the company – from design, tailorings and factories, to their own stores. Ecco outdoor footwear is available in three categories: Mountain, Terrain and Aquas. ecco.com

Sales: Malte Hjorth, mhal@ecco.com, +45 74 911 136
PR: Sarah Butler, sabu@ecco.com, +45 74 911 030

A5-308 For Reima, it was a natural step forward to enter the outdoor world. The Finnish footwear brand has succeeded in all segments tested. The high quality of every Reima shoe is a result of the entire manufacturing chain being owned by the company – from design, tailorings and factories, to their own stores. Reima outdoor footwear is available in three categories: Mountain, Terrain and Aquas. ecco.com

Sales: Christian Abrahamsson, christian@drytech.no, +47 94 69 435 19
PR: same as above

Source: SOG1502s36-39.indd
A5-309 Since 1970, the Finnish company Exel has been producing cross-country skis, alpine and alpine skiing and skating and belongs to the leading brands in Scandinavia. The company is known for its high-quality marketing and design. Exel creates ski poles, cross-country skis, alpine skis, and alpine skiing equipment. Exel is one of the leading brands in Scandinavia. The company has been producing poles for cross-country skiers for decades, and it is known for its high-quality, functional gear with playful design and colors. Exel’s mission is to create great products for our customers and to let them experience the freedom of cross-country skiing. The company has been recognized for its innovative and technically advanced products.

A5-310 Silo has developed and sold products for sports and outdoor activities since 1933. Its focus areas include running, cross-country skiing, MTB, orienteering, and outdoor activities. Silo’s products are characterized by a high level of functionality and innovative design. They are developed in Sweden with great passion and have been consumed by the strongest model able to withstand the toughest demands of the Nordic climate. Silo has been owned by Keral since 2011, silo.se.

A5-311 Walkstool is the only three-legged stool in the world with a tough-lasting seat. The company, which started with rubber boots in 1920, is now the leading developer of outdoor footwear for the Nordic countries. The company sells more than two million pairs of boots, shoes, and other footwear each year. Walkstool is one of the largest suppliers of Gore-Tex footwear in the world. walkstool.com.

A5-312 The Traniga stove can be called a Swedish classic. Over 50 years have passed since the first stove was produced. It has been refined and developed into more products, but the original, ingenious design is still the foundation of today’s models. The company was founded in 1925, in the town of Trelleborg, with the first wood-burning stoves. The company produces wood-burning stoves that are as practical as they are environmentally conscious. The products design has unique solutions that follow the customer’s needs and are chosen for their safety, aesthetics, and quality. The product line consists of shell jackets and trousers, wind-proof garments, underwear, sleeping bags, and backpacks. klattermusen.com.

A5-313 Peak Performance was founded in 1998 in Åre, Sweden, by four young and passionate skiers who decided to light up the ski world in clothing category. Since its beginning, their goal is to create a high-quality, functional gear with playful design and colors. Peak Performance is a brand that focuses on making innovative and technically advanced products. The company has been recognized for its innovative and technically advanced products.

A5-314 Norrona is a Swedish brand established in 2013, which has self-developed materials and innovative and functional products. The company has been very successful in the industry dominated by big dragons. The brand is known for its self-developed materials and unique solutions that follow the customer’s needs and are chosen for their safety, aesthetics, and quality. The brand produces shell jackets and trousers, wind-proof garments, underwear, sleeping bags, and backpacks. peakperformance.se.

A5-306 Bergans, a Norwegian company, has been producing high-quality outdoor gear since 1852. The company produces shell jackets and trousers, wind-proof garments, underwear, sleeping bags, and backpacks. bergans.com.

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A5-308 Point 65 Sweden, founded in 1994, is a Swedish company that produces innovative and technically advanced products. Point 65 Sweden is also the company behind the innovative module taken挤压 kapas Apollo. Tequil, Martin, and the S.O.O company, point65.com.

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A NEW BEGINNING

INTRODUCING THE NEW VOLVO XC90
MADE BY SWEDEN

Fuel consumption: 2,1 / 5,8 / 8,0 l/100 km. Carbon dioxide emissions CO₂: 49 / 152 / 186 g/m. (XC90 T8 Twin Engine / D5 / T6).