



Bergans Highlights Fall/Winter 2010/11

Typically Norwegian: something for everyone!

Bergans offers the right product for every user with a broadly based collection

It's a well-known fact that it's not just the winters which are long in Norway – since the shape of the country is also long drawn out and makes the most varied climatic demands, Bergans of Norway's designers have taken the very varied conditions as a measure: the 2010/11 winter collection offers an extremely diverse product range and thus the right product for every user and type of weather.

Filefjell is not just the name of Bergans' newest Dermizax hardshell but a whole product family which has the right outfit ready for every user. Those who do performance-intensive sports and want to make maximum use of many combination options can choose the classic triple-layer hardshell with Dermizax™ membrane, the **Filefjell Jacket**. Those who feel the cold or comfort-conscious alpine skiers reach for the **Filefjell Insulated Jacket**, which offers an additional layer of Primaloft® Eco as heat insulation under the Dermizax™ membrane. Finally, the **Trysil 2in1 Jacket**, whose Primaloft® Eco-lined inner jacket can be unzipped and removed from the hardshell, offers all combination options. ([see press info Filefjell](#))

The era of single-coloured down jackets is finally over – as this Norwegian outfitter's new range of down products once again proves. On the one hand, ever more different and unconventional styles are on offer, for example the plaid **Dyna Down Suit**, or the **Sekken Down Jacket** with a stylised historic Bergans rucksack as a print. On the other hand, the top of the range **Sauda Jacket** shows that a fashionable, smart jacket can also offer all the functionality which is expected of a top outfitter like Bergans.

The Norwegians have opened a completely new chapter with **Insulated Down**: the combination of down feathers and synthetic fibres produces an especially hard-wearing, robust and highly insulating type of jacket which also has its advantages in climatically changeable regions with a more humid winter. The top representative in this category is the **Kvitfjell Insulated Down Jacket**. The down feathers next to the body ensure optimum heat insulation; the layer of synthetic fibres on the outside additionally reassure with a higher resistance to moisture. ([see press info Down](#))

To re-invent a classic – this was the task of the Bergans hardware design team for the new edition of the **Backcountry Guide**. The new edition of the ski tour rucksack with the extra portion of practicality is ready in time for the ispo. The packsack, which has grown in volume in the 30 and 34 l variants, offers space for a complete set of equipment; functional fixing points ensure comfortable transport of skis, snowboards and avalanche equipment. But the big thing about the Backcountry Guide is and remains the practical entry on the back of the rucksack:

The contents remain accessible despite equipment fixed to the front, and at the same time the back remains dry if the rucksack lies with the front side in the snow during unpacking and repacking on the move. ([see press info Hardware](#))

A further highlight is also imminent for Bergans as a company: the old-established company in Hokksund in Norway, approximately 60 km from Oslo, is just entering the final spurt for the Norwegian “**Miljøfyrtårn**” environmental certification. Translated into English, Miljøfyrtårn means “environmental beacon” and is a state-sponsored certification organisation for small to medium-sized companies. Last year, the company’s manner of working was put on the environmental test bench: together with external consultants, a separate project group analysed the work and daily routine of employees’ and the entire company – numerous improvements in areas such as transport, energy, waste handling or resource consumption were triggered. With these measures, which are mostly hidden behind the scenes for outsiders, Bergans additionally proves its responsibility for protecting an intact environment in addition to the growing sustainable product range. ([see overview Sustainability](#))

In order to adequately convey the Norwegian origins and enthusiasm for the outdoors, the Norwegian slogan “**Ekstrem Turglede**” has been a talking point for everyone as from this winter. It describes the joy of being outdoors – whether if it is the enjoyment of a short Sunday trip or the gratification following the more extreme challenge of a Polar expedition. Ekstrem Turglede – in English one would maybe say “the special joy of nature”. The slogan is deployed internationally in Bergans communications. ([see press release Ekstrem Turglede](#))

Bergans was established in 1908, when Ole Ferdinand Bergan invented the first anatomical backpack. Today functional outdoor clothing, backpacks, sleeping bags and tents are part of the portfolio of **Bergans of Norway**, as well as the folding canoes named **ALLY**. The headquarter of **Bergans Fritid AS** is situated in Hokksund, 60 km southwest of Oslo, where around 80 employees are working with development, research, design and sales of the products. Since 2007 the 100% owned subsidiary **Bergans Outdoor GmbH** near Hamburg is serving the EU markets. Bergans is market leader in Norway and steadily growing on export markets like Sweden, Germany, Austria or the Netherlands. More infos on www.bergans.com. ([see Bergans background info](#))

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