



## **Bergans of Norway sticks to his roots**

Summer collection 2010: Backpacks, functionality and fashion

Bergans of Norway presents a strong fashionable accent for summer 2010 without renouncing proven material properties such as elastic laminates thanks to Dermizax, breathable materials or fabrics which are produced in an eco-friendly manner. In addition to the considerably extended rucksack range, weatherproof coats and capes are right at the top of the Norwegians' list of innovations. This summer collection is more fashionable than ever without making concessions when it comes to functionality and material properties.

### ***Sandnes Lady Poncho***

Bergans opens up new routes into the great outdoors with the Dermizax Casuals, including a Ladies Poncho made of waterproof material with Dermizax™ membrane. Named after the town on the West Norwegian coast, this poncho is the answer to rainy late summer days, whether in the archipelago south of Stavanger or on the way to the theatre. The checked inner lining gives the jacket that certain something as regards style – it is taken up again in the matching rain hat, which is also made of Dermizax material. The arm openings and the wide, open downward cut allow exactly the freedom which was missing up to now on Sunday outings or in town. And the Sandnes Lady Poncho can of course be worn for all outdoor activities where not just freedom of movement but also a certain something is required.

### ***Siljan Jacket***

After the launch in Norway, this three-layered jacket, which is made of proven Dermizax EV fabric and therefore reliably weatherproof thanks to waterproof, windproof and especially breathable membrane, arrives on the continent with new colours. And what proves itself in Norway must offer pretty good weather protection. As with all Dermizax jackets, the Siljan Jacket also has especially long under-arm zips for ventilation, adjustable cuffs and a permanently attached fully adjustable hood; things also stay nicely warm and dry up top thanks to chin protection and a fleece-lined neck. The front and breast pockets are worked in as net pockets to provide optimum ventilation. The jacket acquires a clearly sporty note thanks to the lasered zip. Reflectors on the shoulders provide the necessary safety in the dark. As with all Bergans models, the Siljan is also available for both men and women.

### ***Kjerag Softshell***

The lightest and thinnest softshell from the Bergans stable closes the gap between softshell and micro-fibre jackets. Without a fleece lining so less insulating but with the same wind and weather-resistant functionality as the rest of the prize-winning softshell range from Norway, the Kjerag is the summer alternative for biking, hiking, on the way to the beer garden or for the Blade Night. The jacket's stretch factor is really remarkable.

### Hardware:

#### **Rondane**

This is one of the most frequently sold Bergans designs and has been thoroughly revised for the coming summer. The relationship to the newest Trollhetta and Rask generation of rucksacks is recognisable simply from its outward appearance. From the latter the new Rondane also gets the hip belt which fits around the hips even better as a contoured hip belt with winch system and transfers the weight optimally to the body. Other innovations from the related rucksacks from which the Rondane now benefits are the so-called Neck Cavity and newly shaped anatomic shoulder straps which are filled with high-quality breathable foam. Finally, the attaching features on the front of the rucksack were also improved, including the daisy chain. On the sides, the bellows pockets offer a substantial amount of space when filled. The men's' version is available with a volume of 65 or 85 litres; the Rondane Lady offers a volume of 65 litres.

#### **Helium**

More robust material, extended features, improved carrying system but still just as light as its predecessor— that's the new Bergans of Norway Helium rucksack. It weighs little more than a kilo although it still offers a volume of 55 l and an enormous payload. As from summer 2010 it comes with a stronger and more robust 210D Cordura and 100D Cordura ripstop made of siliconised nylon at the sides. The advantage of the new material: the Helium can also take a greater load over a longer period of time, for example during expeditions. The Helium's hip belt, which is now noticeably stiffer and transfers more weight from the pack sack on to the hips, has also been significantly improved. Like the other new rucksacks, it is fitted with the new winch system: the belts are connected in a triangle and place the hip belt conically over the pelvis. This not only simplifies handling but also contributes significantly to improved wearing comfort thanks to a greater weight transfer. Finally, various equipment features have been improved, for example the more robust side pockets or the better-placed typical Bergans long front zip for simple access to the main compartment.

#### **Red Rock**

The revised Red Rock is also even more practical and robust as its predecessor. With the big round opening for the main compartment at the bottom and the completely renewed back system it is bound to become the first choice for biking or a day excursion. The foam supports on the back have been redesigned; an adequate ventilation channel forms between them which together with the ventilating foam guarantees a well-ventilated back (AVS - Advanced Ventilation System). For style enthusiasts the Red Rock comes not only in traditional red, blue or black but also with a classical checked pattern. The Red Rock is available in two variants with volumes of 25 or 35 litres.