



Press Release, 1 of February 2016

And the winner is...

## **SCANDINAVIAN OUTDOOR AWARD** winners for products Fall/Winter 2016 are now announced

The international jury of seven outdoor journalists and retailers from four different countries finished their two-day jury meeting in Montafon Valley in Austria, right before ISPO. They were testing, discussing and naming the Award Winners of this season's competition of products from Scandinavian Outdoor brands, all members of Scandinavian Outdoor Group. The announcement of the winners with price ceremony was held in the Scandinavian Village during the trade show ISPO. A famous Swedish brand is the Overall Winner... Congratulations to FJÄLLRÄVEN!



### **OVERALL WINNER: Fjällräven - Lappland Eco-Shell Poncho**

»This is the most innovative product«, agrees the jury on the Lappland Eco-Shell Poncho from Fjällräven. This well-built Poncho offers more weather protection and better ventilation than a typical hard-shell jacket. It's recyclable 2,5-layer fabric is soft, stretchy and highly breathable, the inner absorbs moisture better than other materials which result in minimal condensation. »This makes a big difference when working out hard as during our climb up the mountain«, notes one jury member. Reinforcements in the seat and shoulder area are very practical, the hood fits very well. Extra praise was given to Fjällräven as a company for all of their efforts in becoming one of the most sustainable outdoor brands on the market.

### **APPAREL AWARD: Northern Playground - Ziplongs™ Wool ¾**

Thanks to the two zippers along both sides, the Ziplongs Wool ¾ tights from Northern Playground can be easily put on and taken off. »We started testing at minus ten degrees in the morning climbing up a mountain. When the temperature rose and the body heated up I quickly appreciated that I was able to take off the long underwear - without having to remove my boots and my pants«, says one of the jury members. The colour coded, long lasting zippers insure easy handling, and the soft wool fabric earns praise for the level of comfort it offers.

### **FOOTWEAR AWARD: Lundhags - Skare Winterboot**

»From winter hiking to snowshoeing, this lightweight double winter boot does the job perfectly«, raves one jury member while wearing the Skare Boot from Lundhags on a trip through the snow covered mountains of the Montafon region in Austria. The removable inner boot is made from wool felt and guarantees a warm, dry foot climate; additionally it can be used in huts. The sturdy long lasting outer shell combines rubber in the lower foot portion and high quality full grain leather. »Lundhags boots can even be repaired after decades of use - that is a unique way to build sustainable products«, underlines the jury.

### **KIDS AWARD: Ecco - Biom Hike Kids**

Ecco Biom Hike last has won the Scandinavian Outdoor Award before because it supports the natural movement of the foot and fits like a glove. Now Ecco makes this technique available for children. The Biom Hike Kids features the Boa System that allows the user to lace up the shoe with just twisting a knob, waterproof, breathable Gore-Tex and a warm fur-like liner will keep the feet dry and toasty. »The perfect winter boot for kids«, was the verdict from the jury.

### **SUSTAINABILITY AWARD: Klättermusen - Brage Jacket**

Klättermusen was the first outdoor company to push the development of recycled nylon - a big step forward in manufacturing sustainable gear because it is more durable than recycled polyester. Now the next innovation follows; Brage Jacket, the first waterproof, breathable hard-shell built out of a flouorocarbon- and PTFE-free three-layer fabric with a recycled nylon face fabric. »It might be a quite heavy jacket, but that is the price of strong, long lasting material which is an important factor to creating a sustainable product. And once you put it on, it feels so comfortable that one forgets about the weight«, says one jury member while testing.

### **JURY'S HONORABLE MENTION: Reima - ReimaGO®**

»Functional for the parents and fun for the kids. A creative idea that enables kids to combine outdoor activities with new technology«, says one of the jury members. ReimaGO is a product to motivate kids to be more physically active in a fun and playful way. It combines a washable activity sensor, made by Suunto, that can be attached in a special pocket on Reima kids wear. With help of the simple app (iOS) kids can combine their physical activities with a mobile game and parents have an overview on the level of their kid's movement.



## **ABOUT THE AWARD**

Since 2006, the competition for the Scandinavian Outdoor Award (SOA), hosted by Scandinavian Outdoor Group (SOG), aims to support product and design innovations as well as to promote new Scandinavian outdoor products. Today, the Award enjoys a high recognition thanks to the most thorough evaluation process of the industry: nominees and winners trust the competences and vast experience of every jury member.

A total of 20 products, from brands of the Scandinavian Outdoor Group, have been nominated to compete for the Scandinavian Outdoor Award. The international jury team composed of prestigious outdoor and industry journalists and retailers based its final judgement on the following criteria: Design, Innovation, Functionality, Quality and Sustainability.

Based on the meticulous assessment of each criteria, four Awards were attributed: Overall Winner, Hardware Award, Footwear Award and Apparel Award. The Overall Winner is the product offering the most complete performance in each specification. Two products also received the Jury's Honorable Mention for innovative design/outstanding functionality.

## **MORE INFO & PICTURES**

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*www: <http://www.scandinavianoutdoorgroup.com/projects-activities/scandinavian-outdoor-award/soa-fw-16-winners/>*

*Facebook: Scandinavian Outdoor Award*

## THE JURY

The SOA Jury Fall/Winter 2016/17:



- Gijs Loning - Netherlands - Freelance outdoor and outdoor gear specialist
- Frank Wacker - Germany - Outdoor Magazin (Jury President)
- Anders Engström - Sweden - Retailer Alewalds
- Petra Rapp - Germany - Freelance outdoor/ski
- Petra Thaller - Germany - Mountains4U
- Karen Hensel - Germany - Norr Magazine
- Piotr Drozd - Poland - Gory (behind the camera)
  
- Sara Wänseth - Scandinavia - SOG (not part of final jury decisions)
- Matthias Aßmann - Sweden/Germany - SOG / outdoor.markt (not part of final jury decisions)
- Sassa Wöhrmann-Hill - Sweden - Mandel (not part of final jury decisions)
- Dennis Svärd - Sweden - Mandel (not part of final jury decisions)

The Scandinavian Outdoor Group and SOA Jury would like to thank Montafon for their tremendous support and sympathy with hosting the Jury Meeting this season. [www.montafon.at](http://www.montafon.at)