

ALFA with successful renewal

Sturdy shoes goes international

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The merited Norwegian outdoor shoe company ALFA has experienced fast growth in Scandinavia after it's extensive renewal. Now it's time to hit the international market.

With it's roots back to 1931 ALFA's history is long and proud, but they have their eyes on the future. Over the last years the company's brand and product design has gone through a heavy revitalizing process. With the belief that the market for shoes with unmatched comfort has potential beyond the Nordic borders and positive response from the international market, ALFA look at their international introduction with optimism and positivity.

"We have always had great ambitions for the revitalization of ALFA. When we receive instant and positive response, our ambitions does not grow any smaller. We want to put our shoes on more feet and walk in more countries, so we are definitely looking at further export opportunities," says CEO Pål Olimb.

A Better Outdoor Experience

With an uncompromised belief that great boots leads to greater outdoor experiences, ALFA aim to provide boots of unrivalled quality. Their new innovative outdoor products are challenging established standards by combining modern technology and lasting materials in new and unique ways. This is ALFA's way to create excellent products of unmatched quality and comfort.

The people at ALFA know one thing; your jacket, pants or sweater will not spoil your outdoor adventure - but a bad blister will! This is why ALFA do not only strive to make better shoes, but aim to give you a better outdoor experience

"Even though our shoes of today give an exclusive impression, it is still the experience of unsurpassed comfort that remain as our guiding star. This is the reason behind ALFA's position today, and this is what we believe will bring in new demanding users internationally. We do not not only export good shoes, but also a better outdoor experience," says Olimb

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