



Haglöfs Fall/Winter 2018

HAGLÖFS' MOST SUSTAINABLE SEASON EVER

(Stockholm, January 2018) In Haglöfs' FW18 collection, sustainable thinking permeates everything. New, more sustainable, high-performance fabrics take centre stage alongside smart design tweaks and recycled material. The result might be the most sustainable collection that Haglöfs have ever created.

Haglöfs has always placed sustainability at the centre of what it does, and with every new year that passes, this leads to progress. 2018 is set to become a milestone year for Haglöfs with the FW18 collection – possibly the most sustainable collection the company has ever made.

“Every season we push ourselves to develop highly functional, technically advanced and stylish products for outdoor enthusiasts. We constantly improve our ability to produce products that helps us take better care of our environment without sacrificing performance or quality. With the FW18 season we proudly present new innovative materials and great technical product additions in what we believe is our most sustainable season ever”, says Jacopo Bufacchi, Head of Design at Haglöfs.

Standout items from the line include the Skuta Mid Proof Eco, a modern hiking shoe made with more sustainable materials throughout and the first ever footwear to be built with the high-performance, breathable and more environmentally sound PROOF™ membrane. Another new addition can be found in the L.I.M family – the ultra-light L.I.M Touring collection with fluorocarbon free DWR and durable fabrics, a new set of essentials for ski touring.

The Khione and Nengal lines for freeride skiing and snowboarding are updated with the Khione 3L Proof Jacket and Khione 3L Proof Pants as well as the Nengal 3L Proof Parka and 3L Proof Pants – made from durable yet stylish and recycled polyamide with a fluorocarbon free DWR. Midlayers have been added, with the Nengal Mid Jacket and Hood and Khione Mid Hood, all of which will be made using material created from ‘ghost nets’ – discarded fishing nets retrieved from the ocean. Recycling ‘ocean waste’ benefits the environment in two ways; it prevents the need to produce new raw materials that loads the planet and, at the same, time helps clean the oceans. This new material is more environmentally sound, and has also been chosen because it works so well on the mountainside. Throughout the collection the designs and colours have been tweaked throughout to keep the full line stylish, smart and fresh.

For FW18, more than 80 percent of the items in the range have earned our Sustainable Choice label, signalling better choices for the environment, and nearly as large a share of the products in the line are bluesign® certified. In the clothing line, almost a third of the collection is made from recycled materials.

Ultimately, the products in the FW18 collection won't just help you do your bit for the environment – they'll protect you from the elements, and they'll let you look good at the same time.

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Haglöfs

More than a century ago, Wiktor Haglöf designed a backpack for the local workers of Swedish small town Torsång. The durable, practical backpack would be the proud beginnings of what today is one of the world's largest manufacturers of outdoor clothing, footwear and hardware. The Haglöfs brand is currently marketed to the Nordic region, Europe and Asia and is owned by ASICS Corporation since 2010. For more info, please visit www.haglofs.com



FALL/WINTER 2018 PRODUCT NEWS

KHIONE & NENGAL

The Khione and Nengal lines are made for the most epic powder days. They're packed with features, designed with a fresh, modern look, and made from sustainable materials.

The Nengal 3L Proof Parka and Pant for men, and the Khione 3L Proof Parka and Pant for women, are all constructed from PROOF™ 3L Eco – made with recycled polyamide. Alongside this groundbreaking fabric, each item comes equipped with a Recco® reflector to make you traceable in the wilderness.

The Khione and Nengal families are completed with Nengal Mid Jacket and Hood, and the Khione Mid Hood – midlayers containing material made from recycled 'ghost nets', the name for the discarded fishing nets that litter the oceans.

L.I.M TOURING

This season, Haglöfs adds to the ever-popular L.I.M series with a set of garments specifically developed for ski touring. The L.I.M Touring Proof Jacket and Pants are made from PROOF™ 3.5L fabric, in a stripped-down, minimal style that doesn't skimp on the features – just like the rest of the L.I.M range. They're light, well-ventilated and protective.

A L.I.M Touring Hood for women, L.I.M Barrier Shorts and a L.I.M Barrier Skirt will also be added to the range. The hoodie has a wind-resistant front and breathable back, while the shorts and skirt are both made from Quadfusion+. All new products in the line have been selected as Sustainable Choice garments.

SKUTA MID PROOF ECO

This shoe has been designed and developed to provide comfort, stability and safety on all kinds of hikes. But it has also been made for one of the most important aspects of modern outdoors living – sustainability. The Skuta Mid Proof Eco is made with more sustainable materials throughout, from the fluorocarbon-free materials and DWR treatments used to protect it from water and dirt, to the sustainably-sourced premium suede of its upper. It also marks the debut of the PROOF™ Eco membrane in a piece of footwear.

JUNIOR COLLECTION

Haglöfs' younger adventurers are also catered for when it comes to smart sustainable choices – this year, with the Niva Insulated Jacket and Pants.

Since it was introduced last year, the Haglöfs' Junior range has expanded considerably, to include some of the more popular and innovative pieces from the full-sized range – scaled down for the younger generation. This season, the smart and stylish Niva jacket and pants have launched in the Junior range, with bluesign®-approved fabrics and fluorocarbon-free DWR treatments.

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FALL/WINTER 2018 FACTSHEET

PROOF™ AND PROOF™ ECO

PROOF™ is Haglöfs' own waterproof, windproof and breathable material – a high-performance fabric that provides outstanding protection from the elements as well as real comfort. All PROOF™ materials are 100% fluorocarbon free, both in the membrane and in the DWR treatment.

PROOF™ Eco is a natural development of this material. It has all the same properties as PROOF™ but has had another sustainable aspect to it as well: for example, the material could also be made from recycled materials, or it could contain organic cotton.

BLUESIGN PRODUCTS

The bluesign® label found on nearly 80% of Haglöfs garments shows that the product is approved by bluesign®, the most stringent global environmental standard for textiles available. Read more at <http://www.haglofs.com/se/sv-se/sustainability/planet/bluesign>

SUSTAINABLE CHOICE (FORMER TAKE CARE)

This is Haglöfs' own sustainability certification, designed to act as a guide for people browsing the range for a sound environmental choice. In order to qualify, items need to meet one or more of a comprehensive list of sustainability criteria. Read more at <http://www.haglofs.com/dk/en-dk/sustainability/product/take-care/>

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