

## NORWEGIAN-FINNISH COOPERATION

# A WOODEN BACKPACK

### Development partnership for more sustainable textiles becomes reality

*Last year the outdoor supplier Bergans of Norway and the Finnish fiber manufacturer Spinnova initiated a development partnership. Their goal: to develop a new and radical sustainable textile production mode. The very first prototype is already in use.*

Last October, Spinnova and Bergans announced their long-term cooperation. The Finnish-Norwegian product development venture is intended to combine the companies' common interests in sustainability, technology and outdoor living. The goal was the continued development of a cellulose-based textile fiber that uses no harmful chemicals – seeking to achieve lasting change in the textile industry.

Cellulose textile fibers are not new, but most are based on chemical processes. What distinguishes the Spinnova concept is the mechanical process that replaces the highly toxic chemicals. The patented technology produces neither hazardous waste nor other byproducts; as a result, the fibers and their production methods are substantially more sustainable, and the material can be more easily recycled and reused. Spinnova has committed itself to use only FSC-certified wood or wood waste.

Bergans of Norway is one of the first vendors with a complete line made with Spinnova fibers. The Norwegian company went to great lengths to debut the first result of the new technology by the end of 2019: a simple backpack produced without any harmful chemicals.

“With this futuristic product, we hope to put Spinnova technology to the test. We hope that the project can be a step toward more sustainable use of textiles,” says Jan Tore Jensen, CEO at Bergans.

## A NEW TYPE OF PRODUCTION

The backpack is still a prototype and is available only in very limited quantities. However, both partners stress that they are already making the product available so that customers can participate in its further development.

“We want to make it possible for consumers to become familiar with our fiber by being able to test real products. To do this, we need manufacturers who are innovative and prepared to take risks. From the start, Bergans was very pragmatic and open to testing new materials even before they become profitable,” says Spinnova CEO Janne Poranen.

## A NEW TYPE OF OWNERSHIP



The Spinnova X Bergans cooperation is not only about creating new materials and products. The Norwegian developers are also anxious to test out new means of consumption and circular business models. And the way the new “wooden backpack” is being marketed is unique: Although offered for testing to Scandinavian and German customers, it cannot be purchased in the usual manner. The new idea is to make it possible for consumers to shop as co-owners of the material.

“The fabric is currently designed for use as a backpack. After a certain period of use, the consumer can return the backpack to have it recycled into new Spinnova fabric and transformed into a new and different product, perhaps a parka,” suggests Johannes Flem, a designer at Bergans Future Labs. In this way, the cycle continues.

*About Spinnova: Spinnova is a Finnish manufacturer and developer of an innovative technology for environmentally friendly production of cellulose textile fibers. Spinnova’s patented technology generates no hazardous chemicals or other byproducts, making the fibers and their method of production one of the world’s most sustainable ventures. Spinnova has made a commitment to use only FSC-certified wood and wood waste. Spinnova’s goal is to commercialize fiber production and cooperate with major textile manufacturers worldwide.*

*The backpack will be displayed at ISPO at the Bergans exhibit in Hall A2-216 (Scandinavian Village).*