



# OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, BACKPACKS, SLEEPING BAGS & FOOTWEAR

HAGLÖFS

Pressemelding, 14 oktober 2014

## 19FOURTEEN - Haglöfs' nye Outdoor Lifestyle-konsept

Til og fra jobb, i lunsjpausen, til og fra trening, en ettermiddag i parken, en fjelltur eller en helg på landet. Dette er alle situasjoner og aktiviteter som selv den mest uforbederlige utendørsentusiast står overfor. Skjønt det er mulig å velge utendørsaktiviteter basert på været i fritiden, er det sjelden et alternativ i løpet av uken. Det er også her - i landskapet mellom naturen og urbane omgivelser - at behovet for funksjonelle produkter er størst. Det er her vi finner 19FOURTEEN.

19FOURTEEN er Haglöfs' nye Outdoor Lifestyle-konsept som blir lansert høsten/vinteren 2014. Dette konseptet innebærer en kolleksjon av ryggsekker og bager, yttertøy og skotøy som er ment å fungere i landskapet mellom naturen og urbane omgivelser og som forener en ren, naturlig overflate med en personlig innside fylt med tekniske funksjoner.

### Funksjoner og tradisjon

Bak 19FOURTEEN ligger to års intens utvikling, der store deler av selskapet var involvert. Utviklingsprosessen har på mange måter vært lik prosessen som Haglöfs startet for mer enn 20 år siden da selskapet begynte å utvikle klær: favorittplagg ble brakt inn på kontoret, undersøkt i alle bauger og kanter, og ideer ble diskutert. Ett av målene var å finne funksjonelle produkter som tåler alle situasjoner du står overfor i løpet av en dag - fra en regntung og vindfull høstdag til en klar, kald vinternatt. En annen betingelse var at alle i prosjektet skulle kunne identifisere seg med produktene siden Haglöfs' eget personale var en viktig referansegruppe.

«Som del av 19FOURTEEN-konseptet, har vi utviklet ryggsekker, bager, jakker og sko for hverdagsaktiviteter uten å gå på akkord med kravene til Haglöfs tekniske løsninger. Tvert imot har vi tatt mange av våre mest avanserte materialer og tekniske funksjoner og tillagt dem produkter som vi selv ville bruke når vi ikke klatrer i fjell, står på ski eller løper i skogen.» forteller Fredrik Lundberg, Strategic Design Manager hos Haglöfs.

Haglöfs' unike håndverksarv, med selskapets rene, enkle design, og all dets kunnskap om moderne materialer, tekniske funksjoner og avansert utførelse har resultert i en tidløs kolleksjon med et kompromissløst fokus på detaljer. Linken til Haglöfs' opprinnelse kan sees gjennom hele kolleksjonen - fra produktene som låner navnene sine fra steder i Dalarna, til mønstre, farger og design inspirert av regionens lokale malerier, drakter og symboler.

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Haglöfs utvecklar kläder, skor och utrustning för människor som investerar i ett aktivt uteliv. Från ryggäckstillverkning i liten skala 1914 har Haglöfs genom modern produktutveckling och strategisk distribution vuxit till en av världens ledande leverantörer av outdoor-produkter. Haglöfs varumärke marknadsförs huvudsakligen på ett 25-tal marknader i Europa och Asien och företaget har runt 200 anställda. Omsättningen för 2013 uppgick till 724,5 MSEK. Haglöfs ägs av ASICS Corporation sedan 2010. [www.haglofs.com](http://www.haglofs.com)

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«Det er mange lidenskapelige utendørsentusiaster som jobber hos Haglöfs og som på daglig basis beveger seg mellom byen og naturen. Vi har derfor kunnet bruke mange av våre egne erfaringer, interesser og behov når vi har jobbet med 19FOURTEEN. Vi har også sett tilbake på vår rike historie for inspirasjon for å finne den rette fornemmelsen, men også renheten som har karakterisert Haglöfs' produkter gjennom årene. Det har vært en spennende og utfordrende reise - og vi er veldig stolte av resultatene.» konkluderer Fredrik Lundberg.

Tekst og bilder tilgjengelig på [www.haglofs.com/press](http://www.haglofs.com/press)

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# HAGLÖFS AVESTA GT/ HAGLÖFS AVESTA Q GT

The Avesta GT shoe journeys through the city and beyond. Waterproof and comfortable, it has a stylish upper and a VIBRAM® Overland Eco Step outsole.

- Leather reinforced collar lining
- Tongue gusset to prevent snow and water to enter the shoe
- Laces made of 100% recycled textile
- Midsole welt for increased stability
- EVA midsole for good stability combined with low weight
- Outsole with large self cleaning grooves for continuous and safe evacuation of mud, snow and debris
- Recycled VIBRAM® Eco step compound in outsole

Color men: Wheat  
Weight: 465 g (½ pair size UK 8)

Color women: Wheat  
Weight: 400 g (½ pair size UK 5)

#### MATERIALS:

Upper: 1,6 -1,8 mm water repellent leather

Lining: Gore-Tex® Performance Comfort

Foot bed: Haglöfs Custom Comfort

Outsole: VIBRAM® Overland



HAGLÖFS AVESTA GT



HAGLÖFS AVESTA Q GT



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# ÖJE 10

The ÖJE 10 is a smaller tote made from waxed polycotton canvas.  
It can be carried over your shoulders or worn as a backpack.

- Aluminium trims
- Leather detailing
- Padded sleeve for tablets up to 11"
- One spacious main compartment
- Two zippered outer pockets
- Two zippered inner pockets

Color: True Black  
Weight: 500 g

MATERIALS:  
Waxed polycotton canvas  
200D Oxford polyamide



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# VIKE 25

The Vike 25 Daypack carries the essentials and more on an aluminum frame with a waxed canvas shell. It features two padded sleeves with strategic pockets for nearly every requirement.

- Carrying system with aluminium stay
- Aluminum trims
- Leather detailing
- Padded inner sleeve for 15" laptops
- Padded inner sleeve for 11" tablets
- One spacious main compartment
- Hidden outer pocket for travel documents
- Two zipped outer pockets

Color: True Black

Weight: 1250 g

**MATERIALS:**

Waxed polycotton canvas

200D Oxford polyamide



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# SILJAN PARKA/ SILJAN PARKA

The nimble Siljan Parka is the longest style in the 19FOURTEEN collection and features superb insulation and excellent details. Haglöfs has used eco-friendly materials in its construction.

- Made in a durable, slightly textured melange 2-layer fabric
- 160 g QuadFusion+™ insulation and a partial pile lining for warmth
- Elegant long and narrow fit with full freedom of movement
- Three-way adjustable snorkel hood with foam and wire reinforced brim
- Soft ribbed inner collar at neck
- Articulated sleeves with adjustable ribbed cuffs
- Laminated center front placket
- Two high zippered hand pockets
- Two big hand pockets
- One inner zippered chest pocket
- Inner ribbed heat trap skirt
- Centre back length 101 cm men's size L, and 91,5 cm women's size M

Colors men: Juniper, True Black  
Weight: 1705 g in size L

Colors women: Crimson, Juniper, True Black  
Weight: 1475 g in size M

#### MATERIALS:

Face fabric: 80% recycled polyester, 20% organic cotton, two-tone heavy cotton blend oxford weave, 243 g/m<sup>2</sup>

Lining: 100% polyester, warming, soft and low pile fleece, 197 g/m<sup>2</sup> (upper body) bluesign® approved

100% recycled polyester, fibre proof taffeta with colourful 19FOURTEEN stripe print, 51 g/m<sup>2</sup>, bluesign® approved

Insulation: QuadFusion+ 100% recycled polyester fibre insulation, sandwich construction with two layers of moisture managing multichannel fibres and a warming crimped hollow fibre layer in between, 120 g/m<sup>2</sup> (upper back and shoulders), 160 g/m<sup>2</sup> (chest, lower body and arms), bluesign® approved

Take care



PROOF™

QUAD™  
FUSION



DWR  
PFOA  
FREE



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# LIMA JACKET/ LIMA Q JACKET

Hooded Lima Jacket is a heavy duty jacket with a combination of clean design, utility and technology. It incorporates 3-layer Gore-Tex® for full wind- and waterproofing.

- Made from a heavy duty Gore-Tex® 3-layer fabric
- Elegant long and narrow fit with full freedom of movement
- Three-way adjustable snorkel hood with foam, wire reinforced brim and security snap to keep hood in place
- Soft ribbed inner collar at neck
- Articulated sleeves
- Two zippered low chest pockets with water resistant zips
- Two big hand pockets
- One inner zippered chest pocket
- Inner waist adjustment
- Underarm pit zips with water resistant zippers for ventilation
- Dropped rear hem with single handed adjustment
- Velcro adjustable cuff with prefolded gusset
- Inner rear hanging loop
- Centre back length 75 cm men's size L, and 66,8 cm women's size M

Colors men: Blue ink, Driftwood, True Black  
Weight: 1015 g in size L

Colors women: Driftwood, True Black  
Weight: 920 g in size M

#### MATERIALS:

Gore-Tex® 3-layer, 100% polyamide, heavy, rugged, durable 300D nylon face, ePTFE membrane and a light knit backer, 270 g/m<sup>2</sup>  
Hydrostatic head: >28,000 mm, RET: <6



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# HAGLÖFS KRYLBO GT/ HAGLÖFS KRYLBO Q GT

Winter requires a high-cut boot, like the timeless Krylbo GT. Insulated and waterproof, it incorporates a Vibram® outsole and Haglöfs Custom Comfort Wool footbed.

- Warm insulated lining
- Tongue gusset to prevent snow and water to enter the shoe
- Pile collar lining
- Rubber rand for great protection
- Footbed with top layer in 100% wool and a reflective bottom layer to protect your feet from cold
- Laces made of 100% recycled textile
- Midsole welt for increased stability
- EVA midsole for good stability combined with low weight
- Outsole with large self cleaning grooves on bottom for continuous and safe evacuation of mud, snow and debris
- Recycled VIBRAM® Eco step compound in outsole

Colors men: Grizzly, Wheat  
Weight: 700 g (½ pair size UK 8)

Colors women: Driftwood, Wheat  
Weight: 570 g (½ pair size UK 5)

#### MATERIALS:

Upper: 1,6 -1,8 mm water repellent leather

Lining: Gore-Tex® Insulated Comfort

Foot bed: Haglöfs Custom Comfort Wool

Outsole: VIBRAM® Overland Eco Step



HAGLÖFS KRYLBO GT



HAGLÖFS KRYLBO Q GT



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# HESSE Q DOWN JACKET

The Hesse Q Down Jacket is highly compressible, very lightweight, and versatile. Designed to be worn as an outer- or midlayer, it insulates with traceable down and QuadFusion™ and is bluesign® approved.

- Made in a light, dull face Pertex® Eco fabric
- Insulated with 700 CUIN fillpower
- Elegant long and narrow fit with full freedom of movement
- 3-way adjustable hood with foam brim
- Laminated placket behind center front zip
- Two zippered hand pockets with laminated plackets
- Stow pocket in left hand pocket
- Articulated sleeves with elasticated cuffs
- Centre back length 85,2 cm women's size M

Colors women: Blue Ink, Carnelia, True Black  
Weight: 505 g in size M

Available only in women's style

#### MATERIALS:

Face fabric: Pertex® Eco 100% recycled polyester, down proof taffeta fabric with a dull face, 72 g/m<sup>2</sup> bluesign® approved  
Insulation: 85/15 down, traceable and bluesign® approved 700 CUIN fill power (European), QuadFusion™ 50% recycled polyester, 50% polyester, warming crimped hollow fibre insulation, 60 g/m<sup>2</sup> (shoulder lower hood and elbow area) bluesign® approved

Down weight: 140 g (size M)



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# HEDE DOWN JACKET

Hede Down Jacket is a very light and compressible outerwear with great freedom of movement despite the narrow fit. Made from eco-friendly components, its down is traceable and the jacket is bluesign® approved.

- Made in a light, dull face Pertex® Eco fabric
- Insulated with 700 CUIN fill power down
- Slightly shorter and narrow fit with full freedom of movement
- Laminated center front placket
- Two small chest pockets
- Two lower zippered hand pockets
- Stow pocket in left hand pocket
- Articulated sleeves with elasticated cuffs
- Centre back length 78,3 cm men's size L

Colors men: Blue Ink, Rubin, True Black  
Weight: 500 g in size L

Available only in men's style

## MATERIALS:

Face fabric: Pertex® Eco 100% recycled polyester, down proof taffeta fabric with a dull face, 72 g/m<sup>2</sup> bluesign® approved

Insulation: 85/15 down, traceable and bluesign® approved 700 CUIN fill power (European) QuadFusion™ 50% recycled polyester, 50% polyester, warming crimped hollow fibre insulation, 60 g/m<sup>2</sup> (shoulder and elbow area) bluesign® approved

Down weight: 115 g (size L)



Take care



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# HAGLÖFS GREVBO GT/ HAGLÖFS GREVBO Q GT

Mid-cut Grevbo GT is lined with Gore-Tex® Insulated Comfort and is an insulated, waterproof and extraordinarily comfortable winter boot.

- Warm insulated lining
- Tongue gusset to prevent snow and water to enter the shoe
- Pile collar lining
- Rubber reinforced toe and heel for protection
- Footbed with a top layer in 100% wool and a reflective bottom layer to protect your feet from cold
- Laces made of 100% recycled textile.
- Midsole welt for increased stability
- EVA midsole for good stability combined with low weight
- Outsole with large self cleaning grooves for continuous and safe evacuation of mud, snow and debris
- Recycled VIBRAM® Eco step compound in outsole

Colors men: Driftwood, Wheat  
Weight: 620 g (½ pair size UK 8)

Colors women: Dune, Wheat  
Weight: 545 g (½ pair size UK 5)

#### MATERIALS:

Upper: 1,6-1,8 mm water repellent suede leather.

Lining: Gore-Tex® Insulated Comfort

Foot bed: Haglöfs Custom Comfort Wool

Outsole: VIBRAM® Overland Eco Step



HAGLÖFS GREVBO GT



HAGLÖFS GREVBO Q GT



HAGLÖFS

# FLODA DOWN PARKA/ FLODA Q DOWN PARKA

Floda Down Parka is one of the warmest down parka Haglöfs offers for the season and is designed for very cold and wet conditions.

- Made in a matte, crisp, Gore-Tex® 2-layer fabric
- 700 CUIN fill power bluesign® approved and fully traceable down
- Elegant long and narrow fit with full freedom of movement
- Three-way adjustable snorkel hood with foam and wire reinforced brim
- Laminated center front placket with water resistant center front zipper
- Two high and two low hand pockets and one inner chest pockets- all zippered
- Articulated sleeves with ribbed cuffs
- Underarm pit zip ventilation with water resistant zippers
- Inner waist adjustment
- Centre back length 93 cm men's size L, and 84,2 cm women's size M

Colors men: Driftwood, True Black  
Weight: 1580 g in size L

Colors women: Driftwood, True Black  
Weight: 1285 g in size M

## MATERIALS:

Face fabric: Gore-Tex® 2-layer, 60% cotton 40% polyamide, 70D plain weave cotton blend face fabric and an ePTFE membrane, 165 g/m<sup>2</sup>

Hydrostatic head: >28,000 mm, RET: <6

Lining: 100% recycled polyester, fibre proof taffeta with colourful 19FOURTEEN stripe print, 51 g/m<sup>2</sup>, bluesign® approved

Insulation: 85/15 down, traceable and bluesign® approved 700 CUIN fill power (European)

Insulation: QuadFusion™ 50% recycled polyester, 50% polyester, warming crimped hollow fibre insulation, 120 g/m<sup>2</sup> (inner placket) 80 g/m<sup>2</sup> (elbow and shoulder area), bluesign® approved

Down weight: 215 g men's size L 150 g women's size M



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# BODA 70

Boda 70 is a large and sturdy duffel that swallows all your gear with ease. Made from a durable waxed polycotton canvas that gives the bag a very soft feel. It features multiple inner and outer pockets, as well as both shoulder and carry straps.

- Aluminum trims
- Leather detailing
- Sturdy carrying handles on short sides
- One spacious main compartment
- Adjustable shoulder straps
- Two smaller outer pockets
- Two large internal pockets

Color: True Black  
Weight: 820 g

MATERIALS:  
Waxed polycotton canvas  
200D Oxford polyamide



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# HAGLÖFS AVESTA SUEDE GT/ HAGLÖFS AVESTA Q SUEDE GT

The Avesta Suede GT shoe brings a stylish city look to the outdoors. Waterproof and comfortable, it has a reinforced toe cap and a VIBRAM® Overland Eco Step outsole.

- Leather reinforced collar lining
- Tongue gusset to prevent snow and water to enter the shoe
- Laces made of 100% recycled textile
- Midsole welt for increased stability
- EVA midsole for good stability combined with low weight
- Outsole with large self cleaning grooves for continuous and safe evacuation of mud, snow and debris
- Recycled VIBRAM® Eco step compound in outsole
- Nubuck reinforced heel for extra protection



HAGLÖFS AVESTA SUEDE GT

Colors men: Granite, Juniper  
Weight: 495 g (½ pair size UK 8)

Color women: Granite  
Weight: 430 g (½ pair size UK 5)

#### MATERIALS:

Upper: 1,6 -1,8 mm water repellent suede leather

Lining: Gore-Tex® Performance Comfort

Foot bed: Haglöfs Custom Comfort

Outsole: VIBRAM® Overland Eco Step



HAGLÖFS AVESTA Q SUEDE GT



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