



**OUTSTANDING  
OUTDOOR  
EQUIPMENT**

CLOTHING, BACKPACKS  
SLEEPING BAGS & FOOTWEAR

HAGLÖFS

Press release July 10th 2013

## **Haglöfs Gram Trail Running – designed by Haglöfs, powered by ASICS technology**

Haglöfs joined forces with ASICS in preparation for the spring/summer of 2013 with the goal of developing the optimal pair of shoes for trail running. The new shoes combine Haglöfs' extensive experience in products for demanding outdoor enthusiasts with ASICS knowledge about technologies for advanced running shoes and have the same monochrome design as all of Haglöfs' Intense products. The result is Haglöfs Gram – trail running shoes with unique functionality and a style that will catch people's attention.

Haglöfs first began to design shoes for trail running several years ago. When ASICS took over as the new owner of Haglöfs in 2010, this project was given a boost. The new Gram trail running shoes are the result of this unique collaboration between one of the world's leading outdoor companies and one of the world's leading athletic shoe manufacturers. The shoes have the characteristics that a wearer would expect from a Haglöfs product, such as high technical functionality, user-friendliness and a refusal to compromise. Haglöfs was able to fully utilize ASICS expertise within running shoes and many of their leading technologies are found in the shoes.

### **Up to the challenge**

Haglöfs' trail running shoes, Gram, are designed to meet the challenges of changing terrain - from uneven trails littered with roots and branches to marshes and rocky mountain passes. The pattern on the outsole has been carefully tested to ensure its traction and stability on both soft and hard surfaces.

The fit and material have been chosen to live up to the challenge - even when running well off the beaten trails. The shoes are made from water repellent material in order to ensure that they do not absorb water. The construction of the tongue keeps out gravel and stones. The number of seams has been minimized to reduce the risk of chafing.

### **Available in three models**

Haglöfs Gram trail running shoes are available in three models for both women and men. Gram Comp is an extremely lightweight shoe with a minimalistic design that has been developed for competitions and serious, experienced terrain runners. Gram All Mountain (AM) is both waterproof and breathable thanks to its Gore-Tex® membrane. Gram Cross Country (XC) is a lightweight shoe with an outsole that offers excellent traction no matter the surface.

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Haglöfs is one of the world's leading outdoor suppliers and offers a responsible brand that meets modern day demands for products with a high level of functionality, good design and value for money to people who invest in an active outdoor lifestyle. Sales for 2011 amounted to SEK 626 million and the company has over the last five years achieved an average growth of 10 percent. Haglöfs is owned by ASICS Corporation since 2010. [www.haglofs.se](http://www.haglofs.se)

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