

OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, BACKPACKS
SLEEPING BAGS & FOOTWEAR



Press release April 7th, 2014

Haglöfs denies mention in article

On Thursday the 3rd of April the Swedish magazine Dagens ETC published an article about the working conditions in Cambodia and Bangladesh. In this article Haglöfs is wrongly referred to as a company that manufactures clothing in these low- wage countries.

”In our article Haglöfs is incorrectly mentioned as one of the clothing brands that have factories Cambodia. We apologize for the mistake and have corrected the web based article as well as posted a correction in the magazine” says Maria Holm, managing editor at Dagens ETC.

Haglöfs’ production is determined by the company’s “Code of Labour Practices”, a non-negotiable requirement that all its manufacturers, without exception, must follow. Haglöfs is further a member of the Fair Wear Foundation meaning that it is committed to trade only in products that have been produced under fair working conditions, and that it actively works to keep the wages within the textile industry on a living wage level.

For more information, please contact:

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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 2012 amounted to SEK 690 million and the company has over the last five years achieved an average growth of 9 percent. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.se

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