

SPRING/SUMMER 2015 PRESS INFORMATION

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HAGLÖFS



OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Press release July, 2014

Trekking Pro – the Great Adventure

Taking the adventure to pristine nature, to a geography that is a little more inaccessible and where you are exposed to the elements. Being active in this environment, becoming one with nature and being seduced by the scents, sound and light while at the same time being challenged by wind and weather. This is Trekking at its most extreme.

Haglöfs finds a lot of inspiration in the Scandinavian wilderness, and Trekking Pro is where Haglöfs has gathered its most high-performing Trekking products in terms of protection from the elements and durability – products that have been developed without compromises, where nothing has been left to chance.

For spring/summer 2015, Haglöfs is including clothes in Trekking Pro for the first time, which means that this segment now is represented in all of the business areas: Hardware, Footwear and Clothing. Trekking Pro offers clothing developed to work and deliver far out in the wilderness, in inaccessible terrain where the weather conditions can be somewhat more unstable, and where clothing and equipment can be the difference between success and failure when seeking the Great Adventure.

Extreme friends for extreme products

Before starting its work to expand Trekking Pro, Haglöfs sat down with adventurer Ola Skinnarmo and nature photographer Claes Grundsten – both of whom have been friends of Haglöfs for a long time. They spend large portions of their lives in the most inaccessible and challenging environments and know what it takes. The discussions embraced which clothes they needed and the features these clothes must have. The result became a collection of carefully designed garments that down to the last detail were developed to meet the demands of Ola and Claes. The clothes borrowed their names from the Pro products in Haglöfs' backpack and shoe collections, and the colours were inspired by the high mountains of Scandinavia. The new clothing line was supplemented with well-known and well-tested products that were previously available, such as RUGGED II MOUNTAIN PANT.

GRYM JACKET is Haglöfs' first three-layer shell jacket in Gore-Tex® Pro designed for Trekking. GRYM JACKET is made from a durable material that is comfortable to wear while at the same time being very light, and it has all of the technical details and smart solutions that one would expect. For example, under the waterproof zipper there are

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velcro adhesives on the double wind flap that can function as both an alternative closure and extra ventilation if it is warm. The zipper pulls have also been enlarged slightly to make it easier to use them while wearing gloves, and they are twisted for a better grip.

LEX PANT is a new softshell pant made from Haglöfs' Flexible™. The pants are made from four-way stretch and are fully equipped with two hand pockets and two leg pockets, a zipper from hip to knee for ventilation and reinforced leg insteps with adjustable gaiters that can be folded up when not being used. LEX PANT has a regular fit with room for a bottom layer when it is cold. LEPUS PANT is a bluesign® product that is marked with Haglöfs Take Care.

The mother of all backpacks

If clothing is new to Trekking Pro, it is the complete opposite for backpacks. This is where it all began 100 years ago with backpacks for farmers and lumberjacks. Through the years Haglöfs has developed increasingly advanced backpacks for increasingly challenging activities, and in 2013 Haglöfs took all of its experience, craftsmanship and knowledge and put them into the LEX backpack – the mother of all backpacks.

The LEX backpack is ideal for the Great Adventure, for serious outdoor enthusiasts who need to carry heavy loads over long distances, often well off the beaten path and far away from shelter and civilization. The backpack offers a number of advanced solutions that combine simplicity with flexibility, low weight with durability and comfort with stability. LEX distributes the weight across a homogenous aluminium frame, inspired by Haglöfs' classic backpack constructions with an external frame, which provides optimal weight distribution with a high level of torsional rigidity and serves as the base for Haglöfs' Solid Pro™ Adjustable System.

Boots for the Great Adventure

GRANIT Hi GT is a trekking boot that has been made to last – take care of it and it will be with you for the rest of your life. GRANIT Hi GT is a leather boot lined with Gore-Tex® and it has triple seams, of which the middle seam is kevlar. The boot has a high shank to offer the foot extra protection in difficult terrain and bad weather. The outer sole, which is Vibram Four Season, offers extremely strong grip on the terrain for which it has been developed – a mix of rocks, trails, foot bridges, roots and mud. Soft on the inside, with Memory foam around the ankles and a foot bed from SOLE, this boot offers the highest possible comfort while the outside can withstand all of the challenges it may meet. Unquestionably, a rock-hard boot worthy of its name.

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GRYM JACKET

MEN

Grym Jacket is made from 3-layer Gore-Tex® Pro and offers necessary features for enthusiasts, guides, and outdoor professionals. Extraordinarily durable and practical, it has plenty of pockets and a technical hood.

- Made from GORE-TEX® Pro technology that features fantastic breathability and durability
- Adjustable hood with good weather protection for the face
- Large laminated zippered hand pockets with flaps
- Spacious napoleon pockets with bellow function
- Water repellent Vislon® two-way front zip
- Laminated Vislon® pit zips
- Articulated sleeves with shaped VELCRO® Brand adjustable cuffs
- One laminated inner pocket
- Cord adjustable hem
- Only available in men's style

GRYM JACKET MEN:

Colors: Dynamite, Juniper, True Black

Weight: 600 g in size L

FABRICS:

Gore-Tex® Pro 3L, 100% polyamide, 80D plain, robust, dry touch nylon face, ePTFE membrane and a light ripstop backer, 155 g/m²
Hydrostatic head: >28.000 mm, RET: <6



LEX PANT

MEN

Haglöfs' eco-friendly Lex Pant is a Soft Shell pant made for rugged environments. Made from breathable wind and water resistant Flexible™, it includes venting zips and multiple pockets.

- Non-membrane Flexible™ fabric provides the optimum balance of wind and water resistance together with excellent breathability
- PFOA free DWR treated surfaces
- Two laminated zippered hand pockets and two thigh pockets
- Hip-to-knee zippers for ventilation
- The bottom of the leg features snap button adjustment and reinforced insteps
- Fold-away gaiter with boot hook
- Comfortable waist with webbed belt loops
- Only available in men's style

LEX PANT MEN:

Colors: Juniper, True Black

Weight: 595 g in size L

FABRICS:

FlexAble™ 46% polyamide, 46% polyester, 8% Elastane, very durable 4-way stretch double weave fabric, 240 g/m², bluesign® approved

Reinforcement: 500D 100% polyamide, durable and strong canvas reinforcement fabric with a PU coating, 219 g/m²



FLEXABLE™

bluesign®
product

DWR
PFOA
FREE

RUGGED II MOUNTAIN PANT

MEN/WOMEN

Extremely durable, fully featured and stretchy hybrid trekking pant that is a real classic among Haglöfs' trekking products.

- Hardwearing nylon/polymide with stretch
- Rear, back and knees are reinforced with a 4-way stretch fabric with waterproof membrane
- PFOA free DWR treated surfaces
- Inner elastic webbing with velcro adjustable straps
- Two hand pockets, two thigh pockets with stretch bellow, and one zippered back pocket
- Zippered ventilation at thigh
- Lower leg insteps are reinforced with 500D polyamide and features a one layer PU coating
- Available in two leg lengths in some colors

RUGGED II MOUNTAIN PANT MEN:

Colors: Driftwood/True Black, Juniper/True Black, Magnetite/True Black, True Black Solid

Weight: 800 g in size L

RUGGED II MOUNTAIN PANT WOMEN:

Colors: Juniper/True Black, Magnetite/True Black, True Black Solid, Volcanic Pink/True Black

Weight: 710 g in size M

FABRICS:

Climatic™ 95% polyamide 5%, Elastane hard wearing woven poplin stretch, 268 g/m², bluesign® approved

Reinforcement: 92% polyamide, 8% Elastane, 4-way stretch face, ventex membrane, 100% polyester knit backer, 415 g/m², bluesign® approved

Hydrostatic head: 15.000 mm,

moisture permeability: 15.000 g/m²/24h



HAGLÖFS GRANIT HI GT

MEN

A stable boot for advanced hiking and for those who prefer a higher shaft that provides protection against the surrounding elements.

- EVA and PU midsole for good stability combined with low weight
- Rubber rand for best protection
- Memory foam around ankles for best comfort and heel grip
- Heel retention system for easy individual lacing
- Triple seam with Kevlar® thread at stress points
- Flex-points providing comfortable uphill and downhill walking
- SOLE heat moldable footbed

Colors: Black

Weight: 1000 g ½ Pair (Size UK 8)

FABRICS:

Upper: 2.2 to 2.4 mm water repellent full-grain leather

Lining: Gore-Tex® Performance Comfort

Footbed: SOLE anatomic custom shape

Outsole: Vibram® Four season



LEX 110

Lex is an uncompromising series of expedition backpacks, engineered to transport huge loads over great distances. The new Solid Pro™ adjustable carry system combines the rigidity of a traditional external frame with the flexibility of velcro adjustment possibilities.

- Solid Pro™ adjustable system. Integrated harness and adjustable back panel. Stable, yet quick velcro torso length adjustments (41-50 cm)
- Large head space cavity
- Wide, high density shoulder straps with memory foam, equipped with quick detach accessory loops and a sternum strap whistle
- Extremely supportive hip belt with memory foam and dual zippered hand pockets
- Gender specific men's shoulder harness and hip belt
- Integrated 12 mm diameter framework creates Haglöfs' most rigid backpack
- Detachable 20 litre lid with triangular cutting and stretch panels for perfect tent storage. Two supersized pockets holding items with sizes up to a steel thermos and one internal zippered pocket with rain cover
- The lid can be turned into a simple 20 L daypack
- Tent compression strap under lid
- Spindrift collar with double draw string cords
- Two small zippered pockets with key holder inside the spindrift collar
- Divider in main compartment
- Sleeping bag compartment with internal compression strap and large funnel opening for easy access
- Supersized zippered front pocket with drainage
- Oversized elastic wand pockets for water bottles, tent poles and more
- Side wings for extra compressibility
- Toggle equipped hole webbing attachments for easy-to-adjust compression on side and front
- Detachable ice axe/trekking pole holder with stowable lower webbing loop

Colors: True Black
Weight: Approx 3.60 kg (110 L)

FABRICS:
200D X-PAC™ polyamide
840D JR Ballistic polyamide
420D HD Oxford polyamide



SOLID PRO™
ADJUSTABLE SYSTEM





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Press release July, 2014

Trekking Core – active outdoor life, year round

To leave the pulse of the city and find a slice of wilderness. With a change of clothes and a few days' worth of food in the backpack. Find well-worn and secret trails, seek silence or adventure. Together with family, friends or on your own with wildlife and nature as your companions. This is Trekking.

Trekking is also Haglöfs' heart and soul and the Trekking Core concept gathers Haglöfs' most versatile backpacks, clothing and shoes – products that are suited to most outdoor activities – for those who pursue an active outdoor life, year-round.

For spring/summer 2015, Haglöfs is offering a collection of products developed for Trekking Core that have innovative solutions, advanced construction and durable, weather-resistant materials. This year's collection also shows that modern technology is an increasingly important feature in what many view to be the traditional outdoor life.

Backpacks that take you everywhere

For spring/summer 2015 Haglöfs has raised the bar in terms of construction and technology as the company introduces a number of new backpacks. Comfort and performance have been a constant theme during the development process. Haglöfs worked closely with a student in a Master's program at Linköping University to study in detail how ergonomics and anatomy affect a person's comfort when carrying a backpack. One thing that was discovered was that the difference in achieving an optimal fit is larger based on the length of a person's spine than on shape. Haglöfs will therefore stop grouping its backpacks into Women's and Men's and instead work exclusively with the sizes S/M and M/L. The new sizes will be used for all of the new packs as of spring/summer 2015 as well as backpacks that were previously offered in women's sizes (Q backpacks).

NEJD is a classic Scandinavian backpack for treks in the wilderness. This backpack is loaded with technical solutions and innovative details. Haglöfs is introducing its new carry system, Instant+™ Suspension System, with NEJD, which offers excellent carrying comfort for people carrying a heavy pack and walking long distances. NEJD also has an updated, more robust version of Haglöfs' 1-Motion System, which makes it easy to open and close the backpack from the top. It is also possible to reach inside the pack from the side, thanks to a vertical zipper that can furthermore be opened completely for a full overview of the contents.

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NEJD comes with all of the functions and details that can be expected on an advanced Haglöfs backpack. Zippered hip pockets large enough for a hat and gloves or some food, two large side pockets, an attachment for an ice pick or hiking poles and, naturally, fastenings on the front of the pack. NEJD has a large mesh pocket on the front that is perfect for wet clothes or a camping stove if you want it to be easily accessible for the lunch break. The lid can be detached and thanks to built-in straps works well as an extra pack for short treks – a solution borrowed from LEX, Haglöfs' most extreme backpack.

Another new product for the season is VINA. This backpack offers good ventilation via Haglöfs' classic carry system, Airback™ Suspension System, which has been completely reworked for this season. VINA is the perfect companion on short, one- or two-day treks, and despite its low weight it has large shoulder straps and a stable hip belt. There are zippered pockets on the hip belt and the elastic side pocket comes with a finger loop, which makes it easy to pull out a water bottle and put it back while on the move. VINA has a zipper on the front for easy access to pack contents. The backpack has been upgraded with a newly designed attachment for hiking poles, which is compatible with most models – even those with rubber discs.

New technical clothing

The clothing collection for spring/summer 2015 contains many new and updated technical garments in colours inspired by nature. LEPUS JACKET is the perfect representative for the Trekking Core segment, with a versatility that makes it perfect for most outdoor activities. LEPUS is a shell jacket in two-layer Gore-Tex® with a three-way adjustable and detachable hood. The jacket has a waterproof zipper with an underlying wind flap, two hidden breast pockets and mesh lining for good ventilation. LEPUS JACKET is a bluesign® product that is marked with Haglöfs Take Care.

MISTRAL HOOD is a hooded jacket that together with a jacket and a vest creates a new family in three-layer Windstopper® Soft Shell. The hooded jacket is warm and offers good protection from wind and weather when the conditions are not too extreme, while at the same time offering high breathability. Mesh has been added on the inside of the Windstopper® material to further enhance the ventilation. MISTRAL HOOD is a bluesign® product that is marked with Haglöfs Take Care.

New for season is also the LIMBER family – a new mid-layer in Trekking Core and Haglöfs' thinnest stretch fleece in its collection. LIMBER HOOD is a hoodie that offers excellent moisture-wicking and works just as well in warm, humid climates as it does as a replacement for your regular bottom layer.

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Trekking is about walking

Since ASICS became Haglöfs new owner, the companies have been collaborating on the development of new shoes. Many of Haglöfs' lighter shoes – including everything from lightweight trekking shoes to shoes for trail-running – have been equipped with ASICS technologies. For spring/summer 2015 ASICS and Haglöfs have worked together to also combine Haglöfs' extensive experience in the Scandinavian outdoors with ASICS' knowledge and development resources for trekking long distances when carrying heavy packs.

HAGLÖFS OXO GT is a new trekking boot for the season that is built on an entirely new tooling that combines a number of ASICS technologies. The sole is based on ASICS's FluidRide™ technology, which normally is found in running shoes but has been further developed for use in shoes in the Scandinavian tradition of walking long distances with a heavy pack. FluidRide™ consists of two mid-sole materials – one soft SpEVA and one firmer Solyte. The design of both materials aids the foot in achieving a normal pronation, i.e. after putting the heel on the ground, rolling the foot so as to complete the step on the big toe, which is a natural and desirable movement and allows you to walk far distances and for a long time. For increased stability and torsional rigidity, the sole has a pre-shaped TruStic section with a deep heel cup that stabilizes the foot as well as GEL® under the heel. The boot has been equipped with Haglöfs' HCC footbed, which offers good arch support.

HAGLÖFS OXO GT is about comfort, stability and control. Together with ASICS Haglöfs has also developed a new outer sole in AHAR⁺ (ASICS High Abrasion Resistance Rubber). The sole has a denser pattern under the forefoot for improved control and a good feel for the ground, but it is still open enough that dirt and small stones will not get trapped. Under the heel the pattern is wider and the edges a little sharper for more power when it is wet and damp outside. The boot is lined with Gore-Tex® for protection from all of the elements.

Text and associated images can be downloaded at www.haglofs.com/press

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LEPUS JACKET

MEN/WOMEN

The Lepus Jacket is a versatile all-rounder, with balanced features and performance. Made from 2-layer Gore-Tex®, it has a mesh torso lining, adjustable and removable hood and comfortably articulated sleeves.

- Three-way adjustable and removable hood with reinforced peak
- Two-way water repellent front zip with inner placket
- Two zippered, mid-mounted pockets and two inner open-mesh pockets
- Mesh torso lining enhances breathability
- Articulated sleeves and dropped rear hem with single-hand adjustment

LEPUS JACKET MEN:

Colors: Gale Blue, Lime Green, Magnetite, True Black

Weight: 515 g in size L

LEPUS JACKET WOMEN:

Colors: Saffron, True Black, Volcanic Pink

Weight: 455 g in size M

FABRICS:

Gore-Tex® 2L, 100% polyamide, 40D double ripstop face and an ePTFE membrane, 104 g/m², bluesign® approved

Hydrostatic head: >28,000 mm, RET: <5



*Take
care*



MISTRAL HOOD

MEN/WOMEN

The Mistral Hood is a wind and water repellent Soft Shell jacket that is ergonomically designed with stretch for maximum freedom of movement.

- WINDSTOPPER® membrane fabric provides the optimum balance of wind and water resistance together with high thermal qualities and excellent breathability
- Snug, fitted hood with chin guard. Placket behind front zip
- Two zippered, mid-mounted pocket with pocket bags made from mesh
- Long pit zips offer good ventilation
- Mesh backer for better moisture management and a dry feeling
- Offset seams in key areas to prevent bulking and chafing
- The ergonomic pattern design together with the two-way stretch fabric create a supple fit

MISTRAL HOOD MEN:

Colors: Danger, Gale Blue, Lime Green, Saffron, True Black

Weight: 495 g in size L

MISTRAL HOOD WOMEN:

Colors: Peacock, True Black, Volcanic Pink

Weight: 405 g in size M

FABRICS:

WINDSTOPPER® 3-layer, 100% polyester, dry touch 100 D knit face, ePTFE membrane and a mesh backer, 222 g/m², bluesign® approved, RET: <6



*Take
care*



SHALE II PANT

MEN/WOMEN

Shale II Pant is a lightweight, minimalist, four-way stretch nylon pant, versatile enough for most outdoor activities.

- Soft texture, non-membrane FlexAble™ fabric provides a good balance of wind and water resistance together with excellent breathability
- Fluorocarbon free DWR treated surfaces
- Zippered fly with snap closure and belt loops
- Offset side and inner leg seams for a chafe-free, comfortable fit
- Articulated knee construction with a minimal amount of seams for freedom of movement
- Two zippered front pockets
- One zippered rear pocket

SHALE II PANT MEN:

Colors: Juniper, True Black

Weight: 340 g in size L

SHALE II PANT WOMEN:

Colors: Limestone, True Black, Volcanic Pink

Weight: 265 g in size M

FABRICS:

FlexAble™ 90% polyamide, 10% Elastane, 4-way stretch double weave 182 g/m²



Take care

FLEXABLE™

bluesign
product

DWR
PFC
FREE



LIMBER HOOD

MEN/WOMEN

The Limber Hood has a snug fit and is Haglöfs' thinnest fleece. It is an excellent top for summertime layers as it offers great breathing properties.

- A super stretchy hooded jacket made of light polyester fleece for good moisture transportation and comfort
- Next-to-skin comfort in a soft fabric with smooth outer face
- Flatlock seams throughout to minimize bulk and optimize durability
- Zippered, mid-mounted pockets
- Snug, fitted hood with smooth inner placket and chin guard behind front zip
- All hems are elastic to enhance the fit
- Offset shoulder and side seams for maximum comfort when wearing a backpack

LIMBER HOOD MEN:

Colors: Deep Blue, Dynamite, Gale Blue, Magnetite

Weight: 305 g in size L

LIMBER HOOD WOMEN:

Colors: Deep Blue, Magnetite, Real Red

Weight: 250 g in size M

FABRICS:

84% polyester, 16% Elastane, fine gauge, very stretchable, thin fleece fabric with a soft cotton like hand and excellent moisture management 185 g/m²



HAGLÖFS

HAGLÖFS OXO GT

MEN/WOMEN

Oxo GT is a comfortable, grippy leather trekking boot for long journeys. It is designed to support a heavy backpack, it uses FluidRide™ for a perfect stride and Gore-Tex® that offers protection from the elements.

- FluidRide™ Technology – dual density midsole helps a natural and balanced step
- Midsole of SpEVA and Solyte for improved cushioning, lower weight and decreased breakdowns
- Molded TruStic chassis and heel cup to provide stability, torsion control and comfort
- GEL® rear foot cushioning for good shock absorption
- AHAR+ Asics High Abrasion Resistance Rubber
- Outsole with large, self-cleaning grooves for continuous and safe evacuation of mud, snow and debris

HAGLÖFS OXO GT MEN:

Colors: Umber, Wheat

Weight: 578 g ½ Pair (Size UK 8)

HAGLÖFS OXO GT WOMEN:

Colors: Umber, Wheat

Weight: 491 g ½ Pair (Size UK 5)

FABRICS:

Upper: 1.5 mm water repellent nubuck

Lining: GORE-TEX® Performance Comfort

Footbed: Haglöfs Custom Comfort

Outsole: Haglöfs Trekk FR



HAGLÖFS OXO GT MEN



HAGLÖFS OXO GT WOMEN



NEJD

Nejd is Haglöfs' most well-equipped trekking backpack in the Core concept, built for long trips far into the wild. It keeps essentials at-hand on the go, with unpacking made easy. It is made with Haglöfs' own Instant+™ suspension system.

- Instant+™ suspension system provides good support with extra padding for comfort over long distances and features the possibility to adjust the torso length (43–58 cm)
- Available in size S/M and M/L suspension systems
- Full-size zippered front opening for easy access to main compartment
- Floating lid that can be detached and transformed into a small daypack for shorter detours
- Two large hip-pockets
- Spindrift collar with 1-Motion opening
- Sturdy handle on front for easy loading and carrying
- Two large front/side pockets
- Large elastic front sleeve
- Angled water bottle holder with finger guide loops
- Double wand pockets
- Dual ice axe / trekking pole loops
- Rain cover in separate compartment
- Hole webbing on front for attachment of additional gear



Colors: Deep Blue, Rubin, True Black,
Weight: Nejd 80: M-L: Approx 2,64 kg (80 L)
Nejd 65: M-L: Approx 2,54 kg (65 L)
S-M: Approx 2,42 kg (65 L)
Nejd 50: M-L: Approx 2,44 kg (50 L)
S-M: Approx 2,36 kg (50 L)
(Weight excl. rain cover)

FABRICS:
210D Ripstop polyamide
420D ATY Oxford polyamide
600D Oxford polyester

INSTANT+™
ADJUSTABLE SYSTEM

DWR
PFOA
FREE



VINA

Haglöfs' Airback™ equipped Vina 40 pack is cleverly designed for back ventilation and easy access. Pockets and water are within easy reach on the go, and it's sized for demanding, short-length hikes.

- Airback™ suspension system, provides ventilation and airflow through the back contact zone
- Available in size S/M and M/L suspension systems
- Full length zippered side opening for easy access to main compartment
- Elastic side pocket with finger guide loops, reachable on the go
- Zippered side pocket, reachable on the go
- Large stretch pocket on front
- Zippered pockets on hip belt
- Attachment for trekking poles and ice axes
- Hydration system compatible with internal sleeve and hose routers on shoulder straps
- Fixed lid with one spacious pocket and key holder
- Top compression strap under lid

Colors: Calla Green, Deep Blue, True Black, Volcanic Pink

Weight: Vina 40: M-L: Approx 1,22 kg (40 L)

S-M: Approx 1,20 kg (40 L)

Vina 30: M-L: Approx 1,18 kg (30 L)

S-M: Approx 1,16 kg (30 L)

FABRICS:

240D Ripstop polyamide

600D Oxford polyester





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CLOTHING, FOOTWEAR & HARDWARE



Press release July, 2014

Trekking L.I.M – Less is More

Heading out into nature with nimble feet, trekking from cabin to cabin or just covering a lot of ground to reach the day's goal. Only bringing what is absolutely necessary, trekking where every gram is counted. Wearing a middle layer, trousers, shoes, shell layer and a backpack – with a sleeping bag inside – and still not exceed more than one and a half kilograms*. This is a minimalistic outdoor life at its most extreme.

Trekking has many wonderful, old traditions, but it is also an area under constant development. In Trekking L.I.M, Haglöfs gathers its lightest, most packable and most minimalistic products – products developed for a more modern outdoor life that is increasingly in demand, with shorter treks and often a slightly faster pace.

For spring/summer 2015 Haglöfs is introducing new and updated products where light has been supplemented with ultra-light and minimalistic has become even more extreme. If you take anything else away there won't be anything left.

Less Is More

A basic philosophy of Haglöfs' design and product development is to only give a product the functions it really needs and not add any extras. Haglöfs' L.I.M - Less Is More - concept has honed this to perfection.

L.I.M WIND PULL, at 65 grams, is the lightest, most packable and most minimalistic garment Haglöfs has ever produced. Water resistant and completely windproof, it is the perfect garment for when the mountain winds start to blow. L.I.M WIND PULL is a hooded anorak with a thin coating on the inside for increased durability. Packed into its own sleeve when not needed, it can easily be carried in a leg pocket or backpack.

L.I.M TREK PANT is a new, ultra-light and minimalistic yet still durable Trekking pant that is only equipped with the most necessary functions. The trousers have a button fly with lightweight, plastic buttons and the leg pocket has room for a map. The material has a double weave construction, a flat surface on the outside and a little more structure on the inside. This creates room for air and increases comfort in warm, humid environments. L.I.M TREK PANT is a bluesign® product that is marked with Haglöfs Take Care. It has built-in UV protection (UPF 30).

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OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Minimalistic and ultra-light backpack

L.I.M LITE 25 is an ultra-light backpack that, despite only weighing 355 grams, is equipped with technical functions that make it the perfect backpack for almost every use. It is made from durable 100 D HT Robic™ with mesh at the back for good ventilation. L.I.M LITE 25 has two side pockets in stretch and an ice pick or hiking poles can be easily attached to the pack's compression straps. If you want to use L.I.M LITE 25 as an extra backpack, it can be packed into its own lid and takes up minimal space in another backpack or bag.

Lightest of all

Haglöfs' L.I.M shoes, which were introduced in spring/summer 2014, were the first joint development project between ASICS and Haglöfs with the aim of creating a unique sole for Haglöfs. L.I.M LOW, at 195 grams, is not only the lightest model in the line but also Haglöfs' lightest shoe. For spring/summer 2015 it will be available in three new colours.

In L.I.M LOW all of the details have been minimised from a weight perspective – all the way down to the shoestrings, which are thinner. The shoe has several well-known ASICS technologies, such as Solyte, GEL® and AHAR+, which makes it possible to combine low weight with a good grip and high comfort levels. The shoe's soft heel counter makes it extremely easy to pack and it is ideal for base camp, for example instead of a sandal.

| | | |
|--------------|---------------------|------|
| ★ | | |
| PANT | L.I.M TREK PANT | 175G |
| MID LAYER | L.I.M POWER DRY TOP | 155G |
| SHOES | L.I.M LOW | 370G |
| SHELL JACKET | L.I.M WIND PULL | 65G |
| BACKPACK | L.I.M LITE | 355G |
| SLEEPING BAG | L.I.M SYNTHETIC | 372G |

=1,492G
(MEN'S SIZE L)

Text and associated images can be downloaded at www.haglofs.com/press

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L.I.M WIND PULL

MEN

With its featherweight of only 65 grams in size large, L.I.M Wind Pull is the most minimalistic, most lightweight and most packable garment that Haglöfs has ever made.

- Extremely lightweight, wind resistant fabric made from a 7D construction
- PFOS/PFOA free DWR treated surfaces
- Elastic, snug and fitted hood with reinforced peak
- Half-length main zipper with wind baffles and integrated chin guard
- One zippered napoleon pocket
- Elastic sleeve and bottom hems for comfortable closure without adding weight
- Articulated sleeves
- No shoulder, side or inner sleeve seams to avoid chafing and enhance durability
- Reflective fabrics on lower sleeves
- Dropped rear hem
- Only available in men's style

L.I.M WIND PULL MEN:

Colors: Ginko Green, Magnetite

Weight: 65 g in size L

FABRICS:

100% polyamide, ultra-light, wind breaking, 7D, fine stripe face fabric, 19 g/m²



L.I.M III JACKET

MEN/WOMEN

Minimalist and supremely packable, the L.I.M III Jacket offers the essential features without the weight. Wind- and waterproof, it has a hood and full articulation, and Haglöfs has taken the environment into high account in the design and manufacture.

- Made in a super lightweight yet durable 20D Gore-Tex® Paclite®
- Three-way adjustable hood with reinforced peak
- Water resistant zippers throughout
- No shoulder, side or inner sleeve seams to avoid chafing and to enhance durability
- One chest pocket
- Extra sleek laminated inner placket
- Articulated sleeves
- Centre back length 80 cm in men's size L, and 71,5 cm in women's size M

L.I.M III JACKET MEN:

Colors: Dynamite, Gale Blue, Ginko Green, Magnetite, True Black

Weight: 240 g in size L

L.I.M III JACKET WOMEN:

Colors: Dynamite, Imperial Purple, Peacock, True Black

Weight: 205 g in size M

FABRICS:

Gore-Tex® Paclite® 100% polyamide, super light 20D ripstop weave, ePTFE membrane with a carbon reinforcement instead of a backer, 83 g/m², bluesign® approved

Hydrostatic head: >28.000 mm, RET: <4



L.I.M POWER DRY HOOD

MEN/WOMEN

L.I.M Power Dry Hood is Haglöfs most lightweight and forgiving hooded mid-layer. Made from Polartec® PowerDry® it will keep you warm and dry through every adventure.

- Polartec® PowerDry® High efficiency provides excellent warmth-to-weight ratio with great wicking capabilities
- Next-to-skin comfort in a soft hand fabric with smooth outer face
- Stretch fabric throughout to allow maximum freedom of movement
- Snug, fitted hood
- Laminated inner placket
- Full front zip
- No shoulder seams to avoid chafing and enhance durability
- Flatlock seams throughout to minimize bulk and improve durability

L.I.M POWER DRY HOOD MEN:

Colors: Dynamite, Gale Blue, True Black

Weight: 180 g in size L

L.I.M POWER DRY HOOD WOMEN:

Colors: Imperial Purple, Soft White, True Black

Weight: 150 g in size M

FABRICS:

Polartec® 91% polyester, 9% Elastane, plain knit face with a slight melange look and an open brushed grid structure at the backside for enhanced insulation and moisture management, 125 g/m², bluesign® approved



HAGLÖFS L.I.M LOW

MEN/WOMEN

Developed with ASICS®, Haglöfs L.I.M Low trail shoe gets you hiking fast. Focused on speed and support, every component is chosen for weight and strength, with protective toe panels and reduced stitching to eliminate irritation.

- Solyte midsole material with improved cushioning, lower weight and decreased breakdowns
- GEL® rear foot cushioning for good shock absorption
- Wet Grip Rubber with rice husk for improved grip in wet conditions
- 5 mm heel drop
- Reduced stitching to prevent the possibility of irritation
- Stretch panel on forefoot for best comfort and flexibility



HAGLÖFS L.I.M LOW MEN

HAGLÖFS L.I.M LOW MEN:

Colors: Gale Blue/Sun,
Magnetite/Ginko Green,
True Black

Weight: 260 g ½ Pair (Size UK 8)

HAGLÖFS L.I.M LOW WOMEN:

Colors: Dynamite/Imperial Purple,
Peacock/Magnetite, True Black

Weight: 155 g ½ Pair (Size UK 5)

FABRICS:

Upper: Water repellent polyester mesh, water repellent nylon stretch tricot and synthetic leather

Lining: Polyester mesh

Foot bed: Perforated EVA sock liner

Outsole: Haglöfs L.I.M GEL



HAGLÖFS L.I.M LOW WOMEN

Solyte GEL AHAR+

L.I.M LITE 25

L.I.M Lite 25 is an incredibly light top-loaded pack with an innovative external compression-cord system for attaching poles and gear.

- External cord system for compression and fastening of extra gear
- Attachment for trekking poles and ice axes
- Two elastic side pockets
- Reflective hits and logo
- Zippered lid pocket with key holder

Colors: Ginko Green/Magnetite,
Imperial Purple/Dynamite,
Sun/Gale Blue, True Black

Weight: Approx 355 g (25 L)

FABRICS:
100D HT Robic™



L.I.M DOWN

The L.I.M Down sleeping bag: innovative design that cuts grams, not performance. Designed for speed hikes and races, it has a tight mummy shape, insulating with bluesign® certified 90/10 goose down.

- Tight mummy shape
- No zipper
- Open foot end with cord closure
- Open hood with cord adjustment
- Box construction in torso area
- Quilt construction
- External hang loops
- Minimalistic compression bag
- Storage bag

Color: True black
Weight: Approx 473 g (195 cm)
(Weight excl. stuffbag)

FABRICS:
7D polyamide
90/10 goose down, 800 CUIN fillpower, bluesign®



LIM DOWN +1:

| | | |
|----------------------|--------------------|---------------------|
| +6 °C T COMFORT ♀ | +1 °C T LIMIT ♂ | -13 °C T EXTREME |
|----------------------|--------------------|---------------------|

L.I.M SYNTHETIC

Haglöfs' very innovative L.I.M Synthetic sleeping bag only weighs 372 grams and is ideal for speed hikes and races. It has a tight mummy shape and is insulated with bluesign® certified Quad Fusion+™.

- Tight mummy shape
- No zipper
- Open foot end with cord closure
- Open hood with cord adjustment
- Offset construction in torso area
- Quilt construction
- External hang loops
- Minimalistic compression bag

Color: True Black
Weight: Approx 372 g (195 cm)
(Weight excl. stuffbag)

FABRICS:
7D polyamide
Quad Fusion+™, bluesign®



LIM SYNTHETIC:

| | | |
|-----------------------|---------------------|--------------------|
| +13 °C T COMFORT ♀ | +10 °C T LIMIT ♂ | -2 °C T EXTREME |
|-----------------------|---------------------|--------------------|



HAGLÖFS



OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Press release July, 2014

Haglöfs & ASICS

Good shoes with the right functionality are an absolute must for getting the most of your outdoor activity. By developing a number of technical solutions over the years, Haglöfs has helped decrease the load your feet must carry, as well as the burden on your entire body, whether you are just taking a short day trip or heading off on a long mountain trek in difficult terrain. Now that ASICS is its owner, Haglöfs has been given the opportunity to develop outdoor shoes of the highest quality.

For almost 15 years, Haglöfs has been developing shoes for people who invest in an active outdoor life. Over the years, its ambition to continuously improve its products has given Haglöfs an extensive and upgraded range of products that have proven themselves not just in tests and competitions but also in terms of appreciation and recognition by the people using them. Through ASICS, one of the world's leading manufacturers of sports shoes and equipment, Haglöfs has had access since 2010 to technology, development resources and knowledge about materials that have raised Haglöfs' shoes to new levels.

A sound mind in a sound body

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as other athletic footwear, apparel and accessories.

The Institute of Sport Science, which is the ASICS research facility, is also located in Kobe and there are almost 100 people working there to create tomorrow's technologies, materials and products. A large part of their work is based around studying how the body functions and how the right shoe can help enhance performance. Much of the technology that ASICS has developed in recent years has been applied to Haglöfs' shoe range, such as GEL®, AHAR+, SpEVA, I.G.S, Fluidride™ and Solyte. The companies have also worked together to develop joint solutions, where Haglöfs contributed its knowledge about the Scandinavian outdoors and the special conditions that apply in the wilderness.

A shared journey

The first Haglöfs shoes that were equipped with ASICS technology were shoes for trail running and lighter Trekking shoes. These shoes were the natural first choice since many

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OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



of the existing ASICS solutions could be applied directly to these types of shoes.

HAGLÖFS GRAM is a family of trail running shoes where Haglöfs' extensive experience in products for demanding outdoor activities has been combined with ASICS' knowledge and technologies for advanced running shoes. GRAM COMP is the name of the family's lightest shoe that was developed for competition and serious and experienced terrain runners – extremely lightweight and with a minimalistic design. GRAM COMP is fully loaded with technologies from ASICS that will allow it to take on all of the conceivable challenges that arise in changing terrain – from uneven trails littered with roots and branches to marshes and rocky mountain passes.

However, transferring all of the ASICS technologies to more durable trekking boots required a deeper collaboration – one that took the two companies on a shared journey, both metaphorically and literally.

Before starting to work on parts of the spring/summer shoe collection for 2015, developers and designers from Haglöfs and ASICS went to Storulvån in the Swedish mountains to spend a few days trekking and sleeping in nature. The team brought along existing shoes and prototypes as well as shoes and boots from other brands, and backpacks of different sizes and weights. They studied the terrain and experienced first-hand what was required from a pair of shoes to be able to walk long distances with a heavy pack. Some of the results of this trip are captured in Haglöfs' new trekking boot, HAGLÖFS OXO, which is built around a newly developed tooling that combines a number of ASICS technologies.

The two companies have been on this journey for some time now, but it is still just the beginning. Haglöfs and ASICS are working closely to merge Outstanding Outdoor Equipment with Anima Sana In Corpore Sano so that anyone who wants to can exercise an active outdoor life without compromises.

Text and associated images can be downloaded at www.haglofs.com/press

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HAGLÖFS GRAM COMP II

MEN/WOMEN

Haglöfs Gram Comp II is a super lightweight shoe with a minimalistic design for the serious trail runner who is in search of challenges off the beaten path.

- New and improved midsole and outsole
- New and improved tongue construction to prevent movement of tongue
- New and improved heel fit
- New and improved fabrics to prevent movement of the sockliner
- Rock Protection plate protects the foot against rocks and branches
- GEL® rear foot cushioning for good shock absorption



HAGLÖFS GRAM COMP II MEN

HAGLÖFS GRAM COMP II MEN:

Colors: Dynamite/Glow Green,
Gale Blue/Dynamite,
True Black/Gale Blue

Weight: 260 g ½ Pair (Size UK 8)

HAGLÖFS GRAM COMP II WOMEN:

Colors: Glow Green/Carnelia,
Peacock, True Black/Carnelia

Weight: 210 G ½ Pair (Size UK 5)

FABRICS:

Upper: Water repellent structured polyester

Lining: Non water absorbing polyester mesh

Footbed: Asics EVA sockliner

Outsole: Asics Fell Racer wet grip



HAGLÖFS GRAM COMP II WOMEN

SOlyte GEL AHAR*

HAGLÖFS OXO GT

MEN/WOMEN

Oxo GT is a comfortable, grippy leather trekking boot for long journeys. It is designed to support a heavy backpack, it uses FluidRide™ for a perfect stride and Gore-Tex® that offers protection from the elements.

- FluidRide™ Technology – dual density midsole helps a natural and balanced step
- Midsole of SpEVA and Solyte for improved cushioning, lower weight and decreased breakdowns
- Molded TruStic chassis and heel cup to provide stability, torsion control and comfort
- GEL® rear foot cushioning for good shock absorption
- AHAR+ Asics High Abrasion Resistance Rubber
- Outsole with large, self-cleaning grooves for continuous and safe evacuation of mud, snow and debris

HAGLÖFS OXO GT MEN:

Colors: Umber, Wheat

Weight: 578 g ½ Pair (Size UK 8)

HAGLÖFS OXO GT WOMEN:

Colors: Umber, Wheat

Weight: 491 g ½ Pair (Size UK 5)

FABRICS:

Upper: 1.5 mm water repellent nubuck

Lining: GORE-TEX® Performance Comfort

Footbed: Haglöfs Custom Comfort

Outsole: Haglöfs Trekk FR



HAGLÖFS OXO GT MEN



HAGLÖFS OXO GT WOMEN





OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Press release July, 2014

Haglöfs sleeping bags – a good night's sleep

It is not until you have spent the night outside in a sleeping bag that you truly understand what this entails. How fantastic it can be to wake up to the sunrise, morning dew, sea mist and the diver's lonely song. Or how horrible it can be to crawl cold and tired into a damp sleeping bag and desperately fight for at least a few hours of rest. Haglöfs knows and understands – and that is why the company dares to claim that its backpacks are undeniably Outstanding Outdoor Equipment.

When Haglöfs' Base camp collection was introduced in 2014, it centred around a completely new line of sleeping bags. The sleeping bags draw on Haglöfs' extensive experience as an outdoor brand and knowledge about what is needed at a base camp, along with the company's knowledge about and experience in developing insulating shell garments using high performance fabrics, down and synthetic insulation.

For spring/summer 2015, Haglöfs is expanding its sleeping bag collection to include three sleeping bags that are unlike any other sleeping bag in the entire world. Their specific features all aim to provide what is the very basis of the Haglöfs Base camp concept: a good night's sleep.

Revolutionary insulation

Down is the best insulation padding for achieving high warmth at as low a weight as possible. However, down also has its disadvantages, the most significant of which is that, in contrast to synthetic insulation, it loses its functionality when it becomes wet or damp. Haglöfs' down supplier, Allied Feather & Down, is the first company in the world to have successfully created FX Down™, a high performance insulation that combines a synthetic fiber (30 per cent) with down (70 per cent). The synergies of FX Down™ are that the padding is at least as warm as, and sometimes warmer than, 100 per cent down (at a comparable fill rate) and that the blend can withstand moisture better than down.

Haglöfs is the first outdoor brand in the world to use FX Down™, and its new URSUS sleeping bag will be introduced in spring/summer 2015. URSUS is a mummy-shaped, all-round sleeping bag with all of the technical properties and details you would expect from a sleeping bag from Haglöfs. A sleeping bag padded with FX Down™ is also easier to take care of than a pure down sleeping bag – for example it regains its full loft more easily after being washed.

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OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



The market's lightest sleeping bags

Creating a sleeping bag that is warm as well as lightweight is not difficult if the sleeping bag is made to be very tight. The downside of a tight sleeping bag, however, is that there is a rather large risk that it will be difficult to relax and get a good night's sleep. Most people consider two things to be most important when sleeping in a sleeping bag: to be able to move around and to be able to let in fresh air. Haglöfs has listened to these requests and the lightest sleeping bags that the company already offers today are among the best on the market in terms of fit, comfort and warmth/weight ratio.

For spring/summer 2015 Haglöfs is also introducing sleeping bags to its L.I.M concept as a complement to the existing clothing, shoes and backpacks. L.I.M DOWN, weighing in at only 473 grams, is most likely the world's lightest series of down sleeping bags (195 cm, +1°C T limit). In order to minimise weight, the sleeping bag does not have a zipper. Instead, it is completely open at the bottom, which makes it easy to both let in fresh air and lift the sleeping bag above your ankles and scoot over a bit without having to get out of the bag. If you want to close the sleeping bag, you simply pull it shut using a built-in drawcord, thus creating a normal foot section. The sleeping bag uses several different types of construction to keep the down in place around different parts of the body. The opening at the top is relatively generous so it is easy to climb into the sleeping bag, but it can be pulled shut if you want to have a close-fitting, warm hood.

If you want an even lighter sleeping bag, you can choose L.I.M SYNTHETIC – Haglöfs' lightest sleeping bag. It is insulated with high performance QuadFusion+™. This sleeping bag only weighs 372 grams (195 cm, +10°C T limit) and is perfect for people who either count grams and need the lightest option on the market or are trekking cabin-to-cabin, station-to-station or in some other way are spending the night with a roof over their heads.

Text and associated images can be downloaded at www.haglofs.com/press

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L.I.M DOWN

The L.I.M Down sleeping bag: innovative design that cuts grams, not performance. Designed for speed hikes and races, it has a tight mummy shape, insulating with bluesign® certified 90/10 goose down.

- Tight mummy shape
- No zipper
- Open foot end with cord closure
- Open hood with cord adjustment
- Box construction in torso area
- Quilt construction
- External hang loops
- Minimalistic compression bag
- Storage bag

Color: True black
Weight: Approx 473 g (195 cm)
(Weight excl. stuffbag)

FABRICS:
7D polyamide
90/10 goose down, 800 CUIN fillpower, bluesign®



LIM DOWN +1:

| | | |
|----------------------|--------------------|---------------------|
| +6 °C T COMFORT ♀ | +1 °C T LIMIT ♂ | -13 °C T EXTREME |
|----------------------|--------------------|---------------------|

L.I.M SYNTHETIC

Haglöfs' very innovative L.I.M Synthetic sleeping bag only weighs 372 grams and is ideal for speed hikes and races. It has a tight mummy shape and is insulated with bluesign® certified Quad Fusion+™.

- Tight mummy shape
- No zipper
- Open foot end with cord closure
- Open hood with cord adjustment
- Offset construction in torso area
- Quilt construction
- External hang loops
- Minimalistic compression bag

Color: True Black
Weight: Approx 372 g (195 cm)
(Weight excl. stuffbag)

FABRICS:
7D polyamide
Quad Fusion+™, bluesign®



LIM SYNTHETIC:

| | | |
|-----------------------|---------------------|--------------------|
| +13 °C T COMFORT ♀ | +10 °C T LIMIT ♂ | -2 °C T EXTREME |
|-----------------------|---------------------|--------------------|

LUPUS

Haglöfs' ergonomic Lupus is a well-balanced and affordable trekking mummy bag, with lightweight Tri-Fusion® insulation. Haglöfs has included great technical features to help through your adventure.

- Normal mummy shape
- Ergonomic, body-hugging, shaped foot box
- Ergonomic, body-hugging, shaped hood and collar with elastic adjustment
- 3/4 side zipper with anatomically shaped curvature for easier access
- Draft tube
- Anti-snap tape
- Internal mesh pocket
- Internal pillow pocket
- External hang loops
- Differential cut
- Offset construction
- Four-way compression bag



Color: Magnetite

Weight: LUPUS -20: Approx 2,82 kg (205 cm), approx 2,63 kg (190 cm), approx 2,44 kg (175 cm)
 LUPUS -8: Approx 1,85 kg (205 cm), approx 1,72 kg (190 cm), approx 1,59 kg (175 cm)
 LUPUS -3: Approx 1,45 kg (205 cm), approx 1,35 kg (190 cm), approx 1,25 kg (175 cm)
 LUPUS +2: Approx 999 g (205 cm), approx 930 g (190 cm), approx 862 g (175 cm)
 (All weights excl. stuffbag)

FABRICS:
 20D polyamide
 Tri-Fusion®

LUPUS -20:

| | | |
|-----------------------|---------------------|---------------------|
| -12 °C T COMFORT ♀ | -20 °C T LIMIT ♂ | -43 °C T EXTREME |
|-----------------------|---------------------|---------------------|

LUPUS -8:

| | | |
|----------------------|--------------------|---------------------|
| -2 °C T COMFORT ♀ | -8 °C T LIMIT ♂ | -26 °C T EXTREME |
|----------------------|--------------------|---------------------|

LUPUS -3:

| | | |
|----------------------|--------------------|---------------------|
| +3 °C T COMFORT ♀ | -3 °C T LIMIT ♂ | -19 °C T EXTREME |
|----------------------|--------------------|---------------------|

LUPUS +2:

| | | |
|----------------------|--------------------|---------------------|
| +7 °C T COMFORT ♀ | +2 °C T LIMIT ♂ | -13 °C T EXTREME |
|----------------------|--------------------|---------------------|



HAGLÖFS

URSUS

A versatile sleeping bag, the Ursus offers sleep in comfort. This trekking bag insulates with the unique FX down, and Haglöfs has given it a range of technical features that make it an easy, affordable choice.

- Normal mummy shape
- Ergonomic, body-hugging, shaped foot box
- Ergonomic, body-hugging, shaped hood and collar with elastic adjustment
- 3/4 side zipper with anatomically shaped curvature for easier access
- Draft tube
- Anti-snap tape
- Internal mesh pocket
- Internal pillow pocket
- External hang loops
- Differential cut
- Box construction
- Four-way compression bag
- Storage bag



Color: Rich Red
 Weight: URSUS -9: Approx 1,70 kg (205 cm), approx 1,58 kg (190 cm), approx 1,45 kg (175 cm)
 URSUS -2: Approx 1,28 kg (205 cm), approx 1,19 kg (190 cm) approx 1,09 kg (175 cm)
 (All weights excl. stuffbag)

FABRICS:
 30D polyamide
 50D polyester
 FX Down™, 70% Down, 30% thermal TECH Fibre, 80/20 duck down,
 600 CUIN fillpower

URSUS -9

| | | |
|----------------------|--------------------|---------------------|
| -3 °C T COMFORT ♀ | -9 °C T LIMIT ♂ | -27 °C T EXTREME |
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URSUS -2

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| +4 °C T COMFORT ♀ | -2 °C T LIMIT ♂ | -17 °C T EXTREME |
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HAGLÖFS



OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Press release July, 2014

Haglöfs Tight

The TIGHT backpack marked the start of Haglöfs' emergence as a modern outdoor brand. With over 1 million TIGHT backpacks sold, it is one of Haglöfs' big success stories. A new chapter is now being written in this saga.

The history of TIGHT

The TIGHT backpack was introduced in 1993 after a long development phase. The backpack's design and close fit were quite different than the other backpacks at that time, which either sat on a frame or hung loose and slapped against the back of the person wearing it. Together with an advertising agency, Haglöfs prepared a very detailed plan that included everything from the product name to the marketing and sales strategies.

TIGHT was developed to attract a new, young and modern user, and the product launch was in many ways innovative with pictures of mountain climbers, mountain bikers and "snowboard phantoms" as well as the tagline, "You should be moving – not your backpack".

Haglöfs opted to size the backpacks as small, medium and large rather than the traditional litre measurements to make it easier for the backpack's target group to choose the proper size. Haglöfs' own logo was toned down to give more room for the product name. TIGHT became a big success and played a pivotal role in creating a modern Haglöfs.

Through the years, TIGHT has continued to be refined and new sizes and variations have come and gone. The classic TIGHT backpack, however, is more or less unchanged since it was introduced 20 years ago. Tear-shaped and with a low centre of gravity in order to stay in place and follow the body's movements regardless of the activity; contoured and articulated shoulder straps; attachment for an ice pick and a chest strap, both of which are detachable. With over 1 million sold, this backpack is not just one of Haglöfs' most popular products, but also perhaps the most tried and tested.

Classic backpack in new packaging

For spring/summer 2015 Haglöfs is introducing three new versions of the TIGHT backpack, which with new colours and materials offer exciting complements to the already classic versions.

Haglöfs develops clothing, footwear and hardware for people who invest in an active outdoor lifestyle. From small-scale backpack manufacturing in 1914, Haglöfs has developed into one of the world's leading suppliers of technical and sustainable outdoor products by means of modern product development and strategic distribution. The Haglöfs brand is primarily marketed to 25 European and Asian markets and the company employs some 200 people. Sales for 2013 amounted to SEK 724.5 million. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.com

CONTACTS:

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TIGHT LEGEND plays with colours inspired by the era when the first TIGHT backpack saw the light of day. Strong colours in happy combinations that will remind people of their younger days and appeal to those who know that you only have one chance to make a first impression. TIGHT ICON is somewhat more subdued in its colour options but has a “pop” colour that stands out.

“TIGHT LEGEND and TIGHT ICON flirt with the 1980s and 1990s. We have gone back in time and looked at Haglöfs’ products, advertising and marketing as well as how colours were used in general back then. All of the backpacks have exactly the same properties as all TIGHT backpacks have had throughout the years - durable material and a close fit to make the backpack sit up against your back – but then we added festive colours in fun combinations,” says Håkan Nyström, Business Area Manager Hardware.

TIGHT RUGGED is the first TIGHT backpack in Haglöfs’ newest product concept, Outdoor Lifestyle. This line of products is intended to function in the border zone between nature and the urban environment and contains functional products that can handle every situation you meet during your everyday life. TIGHT RUGGED is made from a durable, waxed cotton canvas and unites a pure natural surface with the technical functions for which the TIGHT backpack is known. TIGHT RUGGED has also been equipped with a protective pocket for a laptop – not a lot of backpacks will offer this feature along with an attachment for an ice pick!

Text and associated images can be downloaded at www.haglofs.com/press

For more information, please contact:

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TIGHT™ LEGEND

A retro-styled daypack, designed for outdoor activities and an active everyday use. The pack is well equipped with ergonomic back and shoulder straps, pockets and loops.

- Teardrop shaped front and side panels provide a low center of gravity
- Contoured shoulder straps with continuous sternum-strap adjustment
- Thermoformed back panel
- One inside and one outside pocket
- Detachable ice axe loop
- Detachable waist strap
- Key holder

Colors: Deep Blue/Bluebird, Gale Blue/Carnelia,
Imperial Purple/Bluebird, Magnetite/Cosmic Pink

Weight: Tight Legend Large: Approx 605 g (25 L)
Tight Legend Medium: Approx 545 g (20 L)
Tight Legend X-Small: Approx 415 G (10 L)

FABRICS:
450D Polytex® RS Dty polyester
420D HD Oxford polyamide



TIGHT™ ICON

Tight™ Icon will last for a lifetime, made from durable rip stop material. The pack is well equipped with ergonomic back and shoulder straps, pockets and loops.

- Teardrop shaped front and side panels provide a low center of gravity
- Contoured shoulder straps with continuous sternum-strap adjustment
- Thermoformed back panel
- One inside and one outside pocket
- Detachable ice axe loop
- Detachable waist strap
- Key holder

Colors: Deep Blue/Storm Blue, Driftwood/Carnelia,
Juniper/Saffron, Magnetite/Dynamite

Weight: Tight Icon Large: Approx 740 g (25 L)
Tight Icon Medium: Approx 525 g (20 L)

FABRICS:
450D Polytex® RS Dty polyester



TIGHT™

TIGHT™ is Haglöfs' classic action backpack, made to fit tightly on the back and to follow the movements of the body. The backpack was launched already in 1993 and is still going strong.

- Teardrop shaped front and side panels provide a low center of gravity
- Contoured shoulder straps with continuous sternum strap adjustment
- Thermoformed back panel
- One inside and one outside pocket
- Detachable ice axe loop
- Key holder

Colors: Cosmic Pink/Cosmic Pink, Gale Blue/Gale Blue, Imperial Purple/Imperial Purple, Magnetite/Dynamite, True Black/Gale Blue, True Black/True Black

Weight: Tight X-Large: Approx 1.35 kg (30 L)
Tight Large: Approx 730 g (25 L)
Tight Medium: Approx 640 g (20 L)
Tight Small: Approx 550 g (15 L)
Tight XS: Approx 500 g (10 L)

FABRICS:

450D Polytex® Rs Dty polyester
420D HD Oxford polyamide



TIGHT™ PRO

A technical and versatile action backpack, made to fit tightly on the back and to follow the movements of the body.

- Teardrop shaped front and side panels provide a low center of gravity
- Contoured shoulder straps
- One inner and one outer pocket
- Internal organizer
- Dual ice axe loops
- Crampon patch with elastic cord on front panel
- Hydration system compatible with internal sleeve and hose routers on shoulder straps
- Key holder

Colors: True Black/Calla Green, True Black/Hurricane Blue, True Black/Rich Red, True Black/True Black

Weight: Tight Pro X-Large: Approx 1.45 kg (30 L)
Tight Pro Large: Approx 940 g (25 L)
Tight Pro Medium: Approx 840 g (20 L)

FABRICS:

450D Polytex® Diamond Dty polyester
420D HD Ballshadow polyamide
630D HD Oxford polyamide



Welcome to our press room:
www.haglöfs.com/press



HAGLÖFS