



OUTSTANDING OUTDOOR EQUIPMENT

CLOTHING, FOOTWEAR & HARDWARE



Press release January 12 2015

HAGLÖFS IS THE SUSTAINABILITY BRAND OF THE YEAR

The Swedish trade magazine Sportfack has awarded Haglöfs as the *Sustainability Brand of the Year*. The award was presented to Haglöfs during Swesport, the Swedish outdoor and sports trade show held in Stockholm on January 11-12th.

Being aware and taking responsibility have been words of honor at Haglöfs for a long time. Topics such as environmental impact, working conditions and human rights are parameters in Haglöfs' day-to-day operations. Developing high-quality products that have a long life span is naturally a first step, but Haglöfs' sustainability work goes much farther than that.

During 2013, Haglöfs formulated new, more aggressive sustainability goals that will apply through 2015.

- 50% of all Clothing products sold will be made from recycled material.
- 80% of all Clothing products sold will be bluesign® products i.e. made from material approved by bluesign®.
- 50% of all Hardware products sold will be made from bluesign®-approved and/or recycled material.
- 40% of all Footwear products sold will be made from recycled materials.

Now the outdoor industry has become aware of the company's sustainability work and Haglöfs was on Sunday consequently awarded the *Sustainability Brand of the Year* (Årets miljömärke) by Swedish trade magazine Sportfack in its *Gear of the Year 2014* contest.

"We are very proud to receive this award, it is a solid recognition of the hard and consistent work that we have put into the sustainability area during recent years" said Lennart Ekberg, Director of Sustainability at Haglöfs.

The award was presented to Haglöfs during Swesport, the Swedish outdoor and sports trade show, held in Stockholm on January 11-12th.

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

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

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