

FALL/WINTER 2016

PRESS INFORMATION

HEADED FOR NEW HEIGHTS WITH SPITZ // ESSENS MIMIC – WHEN IT'S OK TO DELUDE

SKI TOURING – EARN YOUR TURN // STAYING WARM IN THE FREEZING COLD

HAGLÖFS SKI- MORE THAN JUST SKIING // CLASSIC DESIGN – MODERN TECHNOLOGY



HAGLÖFS

Press information Fall/Winter 2016

HAGLÖFS FW16 - HIGHLIGHTS

For Fall 2016, Haglöfs' selection will cover all types of winter activities and environments, from thin, protective products for adrenaline-pumping activities in mild climates to thick, warm garments that can withstand extreme cold.

Haglöfs' brand new Touring collection, which consists of minimalistic, extremely light and highly breathable products, is an example of the former. Inspiration for the collection was taken from the Alps and the trends that are growing in popularity there.

At the other end of the scale we find MOJO JACKET, which is hands-down Haglöfs' warmest jacket. No compromises were made during its development, and it is perfect for really cold days in the mountains, at base camp or on an expedition. MOJO is also a bluesign® product. It is made with bluesign®-approved fabrics and insulated with bluesign®-approved down that has been treated with an entirely fluorocarbon-free impregnation.

Haglöfs' goal to be the global outdoor leader in sustainability is also clearly evident in this year's collection, where fluorocarbon-free impregnation and traceable down can be found in a large percentage of the products. For Fall 2016, Haglöfs will also introduce its first bluesign®-approved shell jacket in 3-layer Gore-Tex®. SELJA JACKET is one of the highlights of Haglöfs' Outdoor Lifestyle concept, 19FOURTEEN.

Haglöfs' Ski collection is one example of another dimension of sustainability. Thanks to its innovative material, smart solutions and updated color scheme, this year's collection has been developed for a wider area of use - the only limit is your imagination. New COULOIR JACKET is an example of this new approach. It was originally designed for freeskiing, but it is just as perfect for downhill skiing, in the mountains or in the forest. You could say that Haglöfs has returned home to what was once the key concept of the company's design and product development: versatility and boundlessness.

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 2014 amounted to SEK 766 million. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.com

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Returning home is also a good expression for the introduction of the new SPITZ JACKET – the legendary Mountaineering jacket that has served as a model for many successors over the past ten years. New SPITZ keeps the best features from the original model but has been reinvented with today's modern materials and construction solutions. The new SPITZ is based on an old classic and has every possibility for becoming a new, modern classic.

Last but not least, it is worth mentioning the improvement that Haglöfs has made to its synthetic insulation, QuadFusion™ Mimic, which now more than ever is a true alternative to down. Thanks to the insulation's ability to maintain its performance when damp as well as when the insulation has been comprised, the channels can be both larger and longer than the standard on the market. This improves the garment's ability to keep you warm. The garment would also need fewer seams, which decreases the risk for cold spots and leakage. ESSENS MIMIC is the name of Haglöfs' jacket that has been insulated with what Haglöfs calls synthetic down.

Text and associated images can be downloaded at www.haglofs.com/press
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HEADED FOR NEW HEIGHTS WITH SPITZ

The vertical challenge is what draws many people to the mountains. The physical demands require careful preparations for a successful adventure up and down the mountain. It is also an area that places particularly strict demands on the equipment; demands that often require new material and innovative solutions.

Reaching the peaks of high mountains and coming back down has attracted people around the world for centuries. However, today's modern mountain climbing is very different in one particular aspect. While the mountain has remained the same as it has always been, the wadmal, hemp, wood and iron have been replaced with high-performance, modern materials and technical constructions. For Haglöfs, Mountaineering has also long been the perfect test area for new materials and solutions.

For Fall 2016, Haglöfs is introducing a new generation of its classic Mountain jacket, SPITZ. The goal was to go back to the original model that was released ten years ago, keep the best features and introduce a new jacket using today's modern material and solutions. Quite simply - to take an old classic and make a new future classic.

SPITZ JACKET is a very durable but lightweight shell jacket made from 3-layer Gore-Tex® Pro that can handle all of the challenges it meets in the mountains. The jacket has a slightly shorter fit so it can be easily worn with a climbing harness, a 3-way adjustable, helmet-compatible hood and Napoleon pockets that have been placed to be easily accessible even when wearing a backpack and harness. SPITZ JACKET has been reinforced in areas that are exposed to the most wear and it has been equipped with ventilation zips at the armpits in order to be able to release excess heat when climbing.

Reliable products, durable materials and dependable construction solutions are an absolute must when in the mountains. At the same time it is also important to use equipment that

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signals the right attitude; to feel strong and prepared to head off on the adventure at hand. This could not be any clearer than with SPITZ JACKET, which in all respects exudes the feeling that now is the time to conquer the mountain.

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SPITZ JACKET

MEN

The iconic Spitz jacket is back, updated for climbing adventures with the latest materials and technologies. Made from 3L GORE-TEX® Pro, it features strategic reinforcement and a well-designed layout.

- Constructed from lightweight, highly durable 3-layer GORE-TEX® Pro fabrics
- Shorter length to avoid interfering with harness
- Reinforced shoulder, sleeve, back and hip sections
- 3-way adjustable climbing helmet-compatible hood with a laminated reinforced peak
- Underarm zips for maximum ventilation
- Two large napoleon chest pockets for easy access
- One outer sleeve pocket and one inner chest pocket for valuables
- Laminated water-repellent zippers throughout

SPITZ JACKET MEN:

COLORS: Gale Blue/Vibrant Blue, Lite Beluga/Beluga, Real Red/Rubin, True Black/Dynamite

WEIGHT: 490 g in size L

FABRICS:

GORE-TEX® Pro 3 layer, 100% Polyamide, 40D plain weave ePTFE membrane 114 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <6

GORE-TEX® Pro 3 layer, 100% Polyamide 70D plain weave, ePTFE membrane 141 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <6



SPITZ JACKET

WOMEN

The iconic Spitz jacket is back, updated for climbing adventures with the latest materials and technologies. Made from 3L GORE-TEX® Pro, it features strategic reinforcement and a well-designed layout.

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- Underarm zips for maximum ventilation
- Two large napoleon chest pockets for easy access
- One outer sleeve pocket and one inner chest pocket for valuables
- Laminated water-repellant zippers throughout

SPITZ JACKET WOMEN:

COLORS: Acai Berry/Habanero, True Black/Real Red

WEIGHT: 435 g in size M

FABRICS:

GORE-TEX® Pro 3 layer, 100% Polyamide, 40D plain weave ePTFE membrane 114 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <6

GORE-TEX® Pro 3 layer, 100% Polyamide 70D plain weave, ePTFE membrane 141 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <6



Press release Fall / Winter 2016

ESSENS MIMIC – WHEN IT'S OK TO DELUDE

New technical solutions and materials are challenging old truths more and more frequently. The fact that down's heat-to-weight ratio is much better than that of synthetic material but that it loses more of its function when it gets wet or damp is one such truth. Haglöfs' insulating material, QuadFusion™ Mimic, looks like down and acts like down, but is 100 percent polyester. Haglöfs calls it synthetic down. Some people might think that it is delusive, but in this case Haglöfs thinks that it's ok to delude.

Haglöfs' collection of insulated products for Fall 2016 has been reworked and contains a number of new products. One of the big changes is that a large number of our insulated products have been treated with a fluorocarbon-free impregnation. Another is the improvement that Haglöfs has made to its synthetic insulation, QuadFusion™ Mimic, which now more than ever is a true alternative to down.

QuadFusion™ Mimic got its name from its ability to mimic down. For Fall 2016, the construction of the insulation was redesigned and now consists of a spiral-shaped fiber that has been formed into small balls. The balls can trap and hold air, not just in the spiral-shaped fiber but also between the balls. QuadFusion™ Mimic is sprayed into the insulated garments' channels in the same way as down is applied to a down garment. Thanks to the insulation's ability to maintain its performance when damp as well as when the insulation has been comprised, the channels can be both larger and longer than the standard on the market. This improves the garment's ability to keep you warm. The garment would also need fewer seams, which decreases the risk for cold spots and leakage.

ESSENS MIMIC is the name of Haglöfs' jacket that has been insulated with synthetic down. This season Haglöfs is introducing version 2.0, which has both fluorocarbon-free impregnation and the newly constructed insulation. ESSENS MIMIC is made from bluesign®-approved Pertex® Microlight fabric. Its slim fit allows it to do double duty as a reinforcement garment under a

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shell jacket and as an outer garment. ESSENS MIMIC takes up so little space in your pack that it is a natural companion for trips to the mountains or other cold, moist environments.

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ESSENS MIMIC JACKET

MEN

Haglöfs' Essens Mimic Jacket is insulated with high-loft QuadFusion™ Mimic, which emulates the best qualities of down and combines it with superb wet performance. It's pack-compatible and cut for easy movement.

- Insulated with a unique, synthetic blown-in material for great warmth and minimal moisture absorption
- Lightweight 30D tear and wind resistant fluorocarbon-free DWR-treated Pertex® shell fabric
- Shorter cut ideal for low pack size
- Polartec® Powerstretch® shoulder inserts for freedom of movement
- Mini quilted construction
- Two zippered hand warmer pockets
- One chest pocket
- Articulated sleeves with elasticated cuffs and hem for comfort and heat retention

ESSENS MIMIC JACKET MEN:

COLORS: Beluga/Lite Beluga, Cayenne/Habanero, Ginko Green/Amazon Green, Magnetite/True Black, Vibrant Blue/Hurricane Blue

WEIGHT: 405 g in size L

FABRICS:

Pertex® Microlight, 100% Polyamide, 30D fibre proof, plain weave fabric, 48.5 g/m², bluesign® approved

Insulation: QuadFusion™ Mimic: 100% Polyester, light, lofty, synthetic fibre cluster insulation with down-like feel

Mimic weight: 260 g (size L)



ESSENS MIMIC HOOD

WOMEN

Haglöfs' Essens Mimic Hood is insulated with synthetic QuadFusion™ Mimic, which has the extraordinary warming characteristics of down, but retains excellent performance even while wet.

- Insulated with a unique, synthetic blown-in material for great warmth and minimal moisture absorption
- Lightweight 30D tear and wind resistant fluorocarbon free DWR-treated Pertex® shell fabric
- Shorter cut ideal for low pack size
- Polartec® Powerstretch® shoulder inserts for freedom of movement
- Mini quilted construction
- 3-way adjustable hood with reinforced peak
- Two zippered hand warmer pockets
- One chest pocket
- Articulated sleeves with elasticated cuffs and hem for comfort and heat retention

ESSENS MIMIC HOOD WOMEN:

COLORS: Acai Berry/Haze, Acai Berry/Habanero, Magnetite/True Black, Marble Green/Jade

WEIGHT: 380 g in size M

FABRICS:

Pertex® Microlight, 100% Polyamide, 30D fibre proof, plain weave fabric, 48.5 g/m², bluesign® approved

Insulation: QuadFusion™ Mimic: 100% Polyester, light, lofty, synthetic fibre cluster insulation with down-like feel

Mimic weight: 210 g (size M)



Press release Fall / Winter 2016

SKI TOURING – EARN YOUR TURN

Ski touring is skiing with major contrasts. The slow hike uphill while wearing skis, expansive views and serenity are exchanged for a fast downhill run and the feeling that you have the snow all to yourself. When ski touring, you get yourself up the mountain on your own accord, and if you make that little extra effort you can be richly rewarded when you take off your climbing skins and it is time to enjoy the trip back down. Quite simply, you get the turn you have earned.

Ski touring, Randonnée or ski mountaineering – all refer to more or less the same thing. Whatever we call it, the objective is to attach climbing skins to the bottom of the skis in order to be able to walk up the mountain and get away from the lift system and prepared slopes in search of pristine snow and that perfect run.

For Fall 2016 Haglöfs is introducing an entirely new clothing collection for Ski Touring that has captured the current development in the Alps. Minimalistic products with high breathability and low weight for optimal functionality when tours tend to be shorter and completed faster. Reflective details as a safety feature since many people head out in the evening after work. Product features such as comfort, stretch and fit to maximize enjoyment - when both going up and coming down the mountain.

TOURING ACTIVE JACKET is a shell jacket made from 3-layer Gore-Tex®Active that combines low weight, waterproofness and high breathability. Areas on the jacket that are exposed to wear have been reinforced with 3-layer Gore-Tex®. With its minimalistic design, the jacket has elastic sleeve cuffs and a large chest pocket that has been placed quite high so it is easy to access when wearing a backpack. It also has a sleeve pocket and a mesh inner pocket for valuables. The jacket has a hood with reflective detailing and is large enough to fit a small climbing helmet. TOURING ACTIVE JACKET is slightly longer in the back in order to be able to

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follow your body's movements when working your way up the mountain and a silicone band attaches the jacket to the pants to keep out the snow and cold.

TOURING FLEX PANT is a soft-shell hybrid that has been developed for high-intensity activities in a milder winter climate. The pant combines two different FlexAble™ materials without a membrane and offers a good balance between wind and water resistance as well as high stretchability and breathability. TOURING FLEX PANT comes equipped with two zippered front pockets that have been placed so they are easily accessible when wearing a backpack or climbing harness, an integrated belt and elastic leg endings that are reinforced on the inside of the leg. TOURING FLEX PANT is made from bluesign®-approved material and is a bluesign® product that carries Haglöfs' Take Care label.

The backpack - a constant companion

When your adventure leads you away from prepared environments, a backpack is your natural companion. It carries an avalanche probe, a shovel and other safety equipment, as well as reinforcement garments, water and some food.

For Fall 2016 Haglöfs is introducing the fourth generation of RAND. The new generation comes in two sizes, 30 liters and 40 liters, both of which feature low weight, high comfort and good access to the contents of the bag. Thanks to new materials, RAND 40 is 15 percent lighter than its predecessor, and RAND 30 is 20 percent lighter. The materials are also bluesign®-approved and part of Haglöfs' goal to offer sustainable products even in its range of backpacks.

The RAND packs have been given a new support system, which offers both comfort at a low weight and close adherence to the movement of the body. In order to easily access the contents of the backpack, it is now possible to open the entire back panel and thus reach your pack without needing to remove your skis, snowboard, climbing rope or whatever else you may have hung from your backpack. A smart solution that will definitely be appreciated when a cold wind picks up in the mountains and your reinforcement garments are at the bottom of your backpack!

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TOURING ACTIVE JACKET

MEN

Developed with ski touring in mind, where light weight and comfort is key, Haglöfs made this minimalistic Touring Active Jacket from 3L GORE-TEX® Active® shell for excellent breathability and protection.

- Combines 3L GORE-TEX® Active shell and 3L GORE-TEX® on high-wear areas for superb breathability and protection
- 3-way adjustable hood with laminated, wire supported peak
- One large outer chest pocket, one sleeve pocket and one inner mesh pocket
- Minimalistic elasticated hem and cuffs
- Reflective prints for great visibility

TOURING ACTIVE JACKET MEN:

COLORS: Cayenne/Habanero, Magnetite/True Black

WEIGHT: 385 g in size L

FABRICS:

Gore-Tex® Active 3 layer, 100% Polyamide, 30D ripstop weave face, ePTFE membrane and a light knit backer, 113 g/m²

HYDROSTATIC HEAD:

>23,000 mm, RET: >3

Gore-Tex® 3 layer, 100% Polyamide, 40D textured yarn, smooth surface, ePTFE membrane, 137 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: >7



TOURING FLEX PANT

MEN

For high-intensity aerobic activities in warmer winter weather, Haglöfs offer the Touring Flex Pant. It's made from light Flexible™ fabric that repels water, with an extra wind protection in the front.

- Non-membrane stretch Flexible™ with wind and water protection is combined with a fast-drying and durable double weave; both bluesign® approved
- Snapped waist with zippered fly and an integrated webbing belt
- Two zippered hand pockets that won't interfere with harness
- Elasticated bottom hem with reinforcement on inside leg
- Silicone/elastic webbing placed inside bottom hem to prevent rear from moving up under backpack
- Zippered gusset in lower leg with straps for easy access to buckles at bottom hem
- DWR-treated surfaces to repel dirt and water
- Reflective prints for great visibility at dusk and dawn

TOURING FLEX PANT MEN:

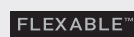
COLORS: Habanero, True Black, Vibrant Blue

WEIGHT: 440 g in size L

FABRICS:

FlexAble™, 90% Polyamide, 10% Elastane, 4-way stretch double weave, 207 g/m², bluesign® approved
FlexAble™, 58% Polyester, 36% Polyamide, 6% Elastane. 4-way stretch durable Polyamide face, airpass coating bonded to a smooth Polyester eyelet backer for improved wicking, 293 g/m² bluesign® approved

Reinforcement: Schoeller® Keprotec® 73% Polyamide Cordura®, 14% Polyurethane, 13% Kevlar, reinforcement weave, 240 g/m², bluesign® approved



TOURING ACTIVE JACKET

WOMEN

Developed with ski touring in mind, where light weight and comfort is key, Haglöfs made this minimalistic Touring Active Jacket from 3L GORE-TEX® Active® shell for excellent breathability and protection.

- Combines 3L GORE-TEX® Active shell and 3L GORE-TEX® on high-wear areas for superb breathability and protection
- 3-way adjustable hood with laminated, wire supported peak
- One large outer chest pocket, one sleeve pocket and one inner mesh pocket
- Minimalistic elasticated hem and cuffs
- Reflective prints for great visibility

TOURING ACTIVE JACKET WOMEN:

COLORS: Acai Berry/Habanero

WEIGHT: 335 g in size M

FABRICS:

Gore-Tex® Active 3 layer, 100% Polyamide, 30D ripstop weave face, ePTFE membrane and a light knit backer, 113 g/m²

HYDROSTATIC HEAD:

>23,000 mm, RET: >3

Gore-Tex® 3 layer, 100% Polyamide, 40D textured yarn, smooth surface, ePTFE membrane, 137 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: >7



TOURING FLEX PANT

WOMEN

For high-intensity aerobic activities in warmer winter weather, we offer the Touring Flex Pant. It's made from light Flexible™ fabric that repels water, with an extra wind protection in the front and rear back.

- Non-membrane stretch Flexible™ with wind and water protection is combined with a fast-drying and durable double weave; both bluesign® approved
- Snapped waist with zippered fly and an integrated webbing belt
- Two zippered hand pockets that won't interfere with harness
- Elasticated bottom hem with reinforcement on inside leg
- Silicone/elastic webbing placed inside bottom hem to prevent rear from moving up under backpack
- Zippered gusset in lower leg with straps for easy access to buckles at bottom hem
- DWR-treated surfaces to repel dirt and water
- Reflective prints for great visibility at dusk and dawn

TOURING FLEX PANT WOMEN:

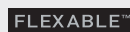
COLORS: Acai Berry

WEIGHT: 435 g in size M

FABRICS:

FlexAble™, 90% Polyamide, 10% Elastane, 4-way stretch double weave, 207 g/m², bluesign® approved
FlexAble™, 58% Polyester, 36% Polyamide, 6% Elastane. 4-way stretch durable Polyamide face, airpass coating bonded to a smooth Polyester eyelet backer for improved wicking, 293 g/m² bluesign® approved

Reinforcement: Schoeller® Keprotec® 73% Polyamide Cordura®, 14% Polyurethane, 13% Kevlar, reinforcement weave, 240 g/m², bluesign® approved



Press release Fall / Winter 2016

STAYING WARM IN THE FREEZING COLD

When the temperature dips well below freezing, down is still undeniably the best choice when it comes to heat in relation to weight. In order to be a responsible supplier, Haglöfs has implemented a number of measures and steps to ensure that the down it uses has as small of a negative impact on the environment and animals as possible. Haglöfs is now fully committing itself and allowing all consumers to be able to follow its down through the entire value chain, from breeding to the end product.

Haglöfs uses down from duck and geese as insulation in several of its products. Haglöfs' down supplier is a bluesign® system partner. It has signed Haglöfs' Code of Conduct, which clearly states that the down used in Haglöfs' products must be a bi-product of food production and may not be plucked from a live bird.

Together with its supplier, Haglöfs set up a system to track the origin of the down. As part of this system, Haglöfs assigns each down garment a unique ID number. This ID number enables owners of down jackets from Haglöfs to go to trackmydown.com and trace the origin of the down. For Fall 2016, the system was extended to include the value chain all the way down to the farm where the birds were bred. The system also provides information about everything from the slaughterhouse where the down was handled to the test results regarding fill, quality of the down and tips for how to best take care of the down product.

The down in Haglöfs' jackets is called hydrophobic down, which means that it has been treated to be more resistant to moisture. The treatment consists of a fluorocarbon-free impregnation, which allows the garments in which the down is used to still be classified as bluesign® products. The company has also been part of the international down standard, RDS (Responsible Down Standard), which ensures that the animals are treated ethically throughout their lifetime.

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CEO: Peter Fabrin, peter.fabrin@haglofs.se

Extreme jacket for extreme cold

MOJO DOWN HOOD is hands-down Haglöfs' warmest jacket. No compromises were made during its development, and it is perfect for really cold days in the mountains, at base camp or on an expedition. MOJO DOWN HOOD is made from a combination of two bluesign®-approved Pertex fabrics and padded with 800 CUIN high-quality hydrophobic down, which results in a durable jacket that weighs very little. The jacket has a box construction, and the down has been reinforced with synthetic insulation in areas exposed to the most wear and tear, such as the shoulders and elbows. MOJO DOWN HOOD comes equipped with two warm hand pockets, one chest pocket and a large mesh inner pocket that can hold your waterbottle so its contents do not freeze.

For Fall 2016, Haglöfs is also introducing a new version of BIVVY DOWN HOOD, which is a very light and very packable down jacket for all types of activities. The jacket is quilted and padded with 700 CUIN hydrophobic down. This season it is made from a combination of two bluesign®-approved Pertex® fabrics, which gives the jacket an exciting expression with one surface that is matte and one that is more shiny. When the jacket is not being worn it can be easily packed into one of its side pockets.

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

For more information, please contact:

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MOJO DOWN HOOD

MEN/WOMEN

The Mojo Down Hood is a mountain jacket without compromise. The innovative insulation mix is strategically placed for durability and to prevent cold spots, and it's treated with a fluorocarbon-free DWR.

- Box wall construction to prevent cold-spots; extra narrow boxes at sleeves to prevent down movement
- Premium 800 CUIN fillpower fluorocarbon-free DWR-treated down
- Extra insulated areas with synthetic insulation at shoulder, elbows, cuffs and seat for durable insulation capacity in all conditions
- Two mid-mounted pockets, one chest pocket and one spacious inner pocket
- 3-way adjustable hood with reinforced peak
- Stretch cuffs in Polartec® Powerstretch®
- Single-hand adjustable hem

MOJO DOWN HOOD MEN:

COLORS: Magnetite, Vibrant Blue/
Hurricane Blue

WEIGHT: 855 g in size L

MOJO DOWN HOOD WOMEN:

COLORS: Acai Berry/Habanero

WEIGHT: 755 g in size M

FABRICS:

Pertex® Quantum, 100% Polyamide, 20D down proof, super light yet durable mini ripstop fabric, 35 g/m², bluesign® approved

Pertex® Microlight, 100% Polyamide, 30D down proof, plain weave fabric, 48.5 g/m², bluesign® approved

Insulation: 800 CUIN fillpower Responsible Down Standard (RDS) down. Superior quality 90% down/-10% feather, treated with fluorocarbon free DWR to keep long lasting performance even in humid conditions and to speed up drying time. Traceable and bluesign® approved

Down weight: 330 g (size L)



BIVVY DOWN HOOD

MEN/WOMEN

Lightweight, quilted, eco-friendly and packable, the Bivvy Down Hood is the perfect jacket for a wide range of outdoor activities.

- Fluorocarbon-free DWR-treated face for weather protection, quilted construction
- 2-way adjustable down hood
- Mid-mounted insulated pockets with zippers and webbing loop for attaching to a backpack, keys, etc
- Front zip with insulating inner placket
- Zippered chest pocket
- Jacket folds into own pocket
- Articulated elbows and elasticated cuffs
- Center Back Length: 75 cm men's size L and 66 cm women's size M

BIVVY DOWN HOOD MEN:

COLORS: Blue Ink, Nori Green, True Black

WEIGHT: 510 g in size L

BIVVY DOWN HOOD WOMEN:

COLORS: Aubergine, Blue Ink, Real Red, True Black

WEIGHT: 420 g in size M

FABRICS:

Main: 100% Recycled Polyester, down proof taffeta fabric with a nice satiny outlook, 51 g/m², bluesign® approved

Shoulder/sleeve reinforcement: Pertex®Classic Eco 100% Recycled Polyester, down proof taffeta fabric with a dull face, 72 g/m² bluesign® approved

Insulation: 700 CUIN fillpower Responsible Down Standard (RDS) down. Premium quality 85% down/15% feather, treated with fluorocarbon-free DWR to keep long lasting performance even in humid conditions and to speed up drying time. Traceable and bluesign® approved



Press release Fall / Winter 2016

HAGLÖFS SKI – MORE THAN JUST SKIING

For some types of activities, it is desirable and often necessary to have products that have been specifically created for that activity. But having a set of clothing for every type of activity quickly results in a full closet and an empty wallet, and in many cases this is also completely unnecessary. At a time when we are focused on reducing our impact on the environment, being able to re-use a single product for different types of activities has also become a parameter for the development of new products.

For Fall 2016, Haglöfs is introducing a new generation of ski clothing that has been developed with the goal of reaching a wider number of activities; products that function just as well for freeskiing as they do for downhill skiing, in the mountains or for forest treks. You could say that Haglöfs has returned to what was once the key words of the company's design and product development: versatility and boundlessness.

Haglöfs' new COULOIR JACKET is an excellent example of this design philosophy and the perfect representative for a new generation of Ski products from Haglöfs. COULOIR JACKET, which is 20 percent lighter this season, was developed with freeskiing in mind, but was given a clean exterior, which means that only your imagination can limit its areas of use. At the same time the jacket is packed with innovative solutions and uses technical materials.

COULOIR JACKET is a hybrid that combines 3-layer Gore-Tex® Softshell with Gore's C-Knit lining (C-Knit backer technology) and offers both a great feel and comfort as well as technical functionality and durability. The jacket has a helmet-compatible hood that can be easily adjusted for an optimal fit, a snow skirt that can be hidden away in the jacket when not being used and ventilation zips at the armpits to provide ventilation for the excess heat generated when active.

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The COULOIR PANT for freeskiing has also been redesigned for Fall 2016 and is made entirely from 3-layer Gore-Tex® Softshell. This gives the pant a soft, pliant feel, a lot of warmth and durability at a lower weight than before. With a minimalistic expression, it is perfect for a wide range of activities. One smart solution that further extends the list of areas where it can be worn is that the reinforced leg endings can be adjusted to fit different types of ski boots. COULOIR PANT has ventilation zips on the outside of the legs, from the hip to the knee, in order to be able to optimize the body's heat while active.

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COULOIR JACKET

MEN

The Couloir Jacket is a next generation garment, ideal for freeskiing, but suitable also for alpine skiing, trekking and mountaineering. Hybrid technology mixing Gore-Tex® C-knit™ with Soft Shell, offering lower weight, warmth and great comfort.

- Developed with free-riding in mind it includes helmet-compatible hood, sleeve pocket and snow skirt
- Significantly lighter than previous similar jackets
- 3-way adjustable hood
- Two mid-mounted hand pockets, one sleeve pocket and one inner mesh pocket
- Underarm zips for maximum ventilation
- VELCRO® closure adjustable cuffs to keep out the elements
- Snap-away snow skirt
- Cord-adjustable hem
- Articulated sleeves

COULOIR JACKET MEN:

COLORS: Blue Ink, Habanero/Blue Ink, True Black

WEIGHT: 605 g in size L

FABRICS:

GORE-TEX® 3 layer Soft Shell, 100% Polyamide, 70D, ePTFE membrane and a flannel backer, 174 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <13

GORE-TEX® 3 layer, 100% Polyamide, 70D plain weave face, ePTFE membrane and a soft durable CKNIT™ backer, 135 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <6



COULOIR PANT

MEN

The 3L GORE-TEX® Soft Shell Couloir Pant provides warmth, durability and a soft touch. With its minimalistic and durable design, it's perfect for a wide range of ski and mountaineering activities.

- Developed with free riding in mind, with features such as reinforced insteps and snow gaiter
- Significantly lighter than previous generations
- Hip to knee zippers for ventilation
- Two zippered hand pockets
- Laminated internal lower leg gaiters with silicone grip to keep out the elements
- Adjustable bottom leg width with snaps

COULOIR PANT MEN:

COLORS: Blue Ink, Habanero, True Black

WEIGHT: 615 g in size L

FABRICS:

GORE-TEX® 3 layer Soft Shell, 100% Polyamide, 70D, ePTFE membrane and a flannel backer, 174 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <13

Schoeller® Keprotec®, 48% Polyamide, 32% Polyurethane, 20% Kevlar®, reinforcement weave, 285 g/m², bluesign® approved



COULOIR JACKET

WOMEN

The Couloir Jacket is a next generation garment, ideal for freeskiing, but suitable also for alpine skiing, trekking and mountaineering. Hybrid technology mixing Gore-Tex® C-knit™ with Soft Shell, offering lower weight, warmth and great comfort.

- Developed with free-riding in mind it includes helmet-compatible hood, sleeve pocket and snow skirt
- Significantly lighter than previous similar jackets
- 3-way adjustable hood
- Two mid-mounted hand pockets, one sleeve pocket and one inner mesh pocket
- Underarm zips for maximum ventilation
- VELCRO® closure adjustable cuffs to keep out the elements
- Snap-away snow skirt
- Cord-adjustable hem
- Articulated sleeves

COULOIR JACKET WOMEN:

COLORS: Acai Berry, Habanero

WEIGHT: 510 g in size M

FABRICS:

GORE-TEX® 3 layer Soft Shell, 100% Polyamide, 70D, ePTFE membrane and a flannel backer, 174 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <13

GORE-TEX® 3 layer, 100% Polyamide, 70D plain weave face, ePTFE membrane and a soft durable CKNIT™ backer, 135 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <6



COULOIR PANT

WOMEN

The 3L GORE-TEX® Soft Shell Couloir Pant provides warmth, durability and a soft touch. With its minimalistic and durable design, it's perfect for a wide range of ski and mountaineering activities.

- Developed with free-riding in mind, with features such as reinforced insteps and snow gaiter
- Significantly lighter than previous generations
- Hip to knee zippers for ventilation
- Two zippered hand pockets
- Laminated internal lower leg gaiters with silicone grip to keep out the elements
- Adjustable bottom leg width with snaps

COULOIR PANT WOMEN:

COLORS: Acai Berry, Jade, True Black

WEIGHT: 490 g in size M

FABRICS:

GORE-TEX® 3 layer Soft Shell, 100% Polyamide, 70D, ePTFE membrane and a flannel backer, 174 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <13

Schoeller® Keprotec®, 48% Polyamide, 32% Polyurethane, 20% Kevlar®, reinforcement weave, 285 g/m², bluesign® approved



Press release Fall / Winter 2016

CLASSIC DESIGN – MODERN TECHNOLOGY

What is needed to create a future classic? This is one question that certainly keeps designers and product developers busy all across the world. At Haglöfs it entails looking both at paths taken in the past and predicting the future. Inspiration comes from different directions, different disciplines and different eras. Product development work is also steered by factors such as sustainability targets and access to new materials and technologies.

Haglöfs has long aimed to be the outdoor industry's leading brand in sustainability. The bar is set high, which introduces a number of both small and large challenges. One of the largest has been the ability to offer bluesign®-approved 3-layer products since they represent a relatively large portion of the products Haglöfs sell in their Clothing business area. Haglöfs is therefore quite proud to introduce for Fall 2016 the SELJA JACKET – Haglöfs' first bluesign®-approved shell jacket in 3-layer Gore-Tex®.

SELJA JACKET is a 3-in-1 jacket for people who live an active life every day of the year. The jacket, which is part of the Haglöfs Outdoor Lifestyle concept, 19FOURTEEN, takes its inspiration from classic design with tailored details and a timeless expression, but it is also made using modern materials and technical constructions. The outer jacket is a 70-denier wind and waterproof shell jacket that has been made from 3-layer Gore-Tex®. The inner jacket is made from Pertex® Eco and padded with QuadFusion+™ synthetic insulation. The jackets can be used separately or combined as a 3-in-1 jacket. SELJA JACKET might become a future classic – but it definitely is already a historic product for Haglöfs in all respects.

Haglöfs' first shell boot

Using layering to regulate and optimize the body's temperature has been a guiding principle in Haglöfs' clothing for a long time. In HAGLÖFS BARKEN – one of this year's biggest new products – this idea has also been transferred to shoes.

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HAGLÖFS BARKEN is a serious hiking boot that has been made from a sustainable premium leather, both in terms of quality and environmental work, from one of Europe's leading tanneries. HAGLÖFS BARKEN in its current form is the perfect boot for spring, summer and fall. Its single layer construction also means that it is possible to extend the season by adding an extra pair of socks – so the boot has therefore been given a wider fit. HAGLÖFS BARKEN offers immediate comfort and does not need to be “broken in”, as many other leather boots do. For the advanced user, the single layer construction also represents a safety aspect - if the boot gets wet, it is significantly easier to dry than a boot lined with a membrane and insulating material. The sustainable leather and a midsole made from recycled EVA qualifies the boot as a Take Care product.

HAGLÖFS BARKEN is a boot for the great adventures, committed to both enthusiasts and professional users, and a RECCO reflector has been integrated into the left tongue to improve searchability in the event of an accident.

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SELJA JACKET

MEN

Haglöfs' first bluesign® approved, recycled jacket with 3L GORE-TEX®, the 3-in-1 Selja is a special addition to Haglöfs' collection. It's urban styled, with technical features drawn from the brand's trekking line.

- Outer jacket features 3L GORE-TEX® for full wind- and waterproofing
- Elegant pattern construction for full movement with a narrower fit
- Buttoned in, bomber styled liner jacket made with a light, dull face Pertex® Eco fabric and QuadFusion+™ insulation
- Water resistant front zip with storm flap behind for extra protection
- Two lower spacious hand warmer pockets with pocket flaps to stow away items
- One partly hidden chest pocket with water resistant zipper and snap to keep in place
- Adjustable hood to protect you from the elements
- Single hand adjustable hem with easy access through hand pockets
- Elasticated sleeve end for a tight fit without adding bulk
- QuadFusion+™ insulated liner jacket with good warmth-to-weight ratio, 80 g at body and 60 g at sleeves
- The snap-closed liner jacket features two hand warmer pockets and one inner chest pocket with button closure
- Soft rib collar on liner jacket for extra comfort and warmth
- Snap button webbing at neck, and buttons at sleeves for attaching liner to outer jacket

SELJA JACKET MEN:

COLORS: Blue Ink, True black

WEIGHT: 1110 g in size L

FABRICS:

GORE-TEX® 3 layer, 100% Recycled Polyamide, 70D smooth plain weave, ePTFE membrane 201 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <7

Inner Jacket: Pertex® Eco

100% Recycled Polyester, down proof taffeta fabric with a dull face, 72 g/m² bluesign® approved

Insulation: QuadFusion+™

100% Recycled Polyester insulation, with microlayers of moisture managing multichannel fibres and warming crimped hollow fibres to maximize warmth, 80 g/m² (torso) & 60 g/m² (sleeves), bluesign® approved



SELJA JACKET

WOMEN

Haglöfs' first bluesign® approved, recycled jacket with 3L GORE-TEX®, the 3-in-1 Selja is a special addition to Haglöfs' collection. It's urban styled, with technical features drawn from the brand's trekking line.

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- The snap-closed liner jacket features two hand warmer pockets and one inner chest pocket with button closure
- Soft rib collar on liner jacket for extra comfort and warmth
- Snap webbing at neck, and buttons at sleeves for attaching liner to outer jacket

SELJA JACKET WOMEN:

COLORS: Mineral, True black

WEIGHT: 960 g in size M

FABRICS:

GORE-TEX® 3 layer, 100% Recycled Polyamide, 70D smooth plain weave, ePTFE membrane 201 g/m²

HYDROSTATIC HEAD:

>28,000 mm, RET: <7

Inner Jacket: Pertex® Eco
100% Recycled Polyester, down proof taffeta fabric with a dull face, 72 g/m² bluesign® approved

Insulation: QuadFusion+™
100% Recycled Polyester insulation, with microlayers of moisture managing multichannel fibres and warming crimped hollow fibres to maximize warmth, 80 g/m² (torso) & 60 g/m² (sleeves), bluesign® approved



ROC HELIOS 25

MEN/WOMEN

A minimalist's dream, designed for fast mountaineering and rock climbing. Its weight, packed size, and versatility make this pack one of the favorites of the Haglöfs friends in the Alps.

- Interact™ suspension system, provides good support and carrying comfort
- Full size zippered back opening to main compartment for easier management on the mountain
- Elastic cord system on front panel for attachment of gear/clothing
- Sternum strap with integrated safety whistle
- Hole webbing for extra attachments on front
- Rope-carry on top
- Dual ice axe loops
- Additional elastic cord loops
- Side pocket with key holder

ROC HELIOS 25:

COLORS: Soft White/True Black M-L

WEIGHT: 625 g (25L)

FABRICS:

VX 07 Dimension Polyant X-Pac™
210D HT Cordura® Polyamide,
bluesign® approved



INTERACT™
SUSPENSION SYSTEM

DWR
PFOA
FREE

HAGLÖFS BARKEN

MEN

Haglöfs hardwearing shell boot made of one layer robust and environmentally friendly premium leather, in a clean classic design. Unique RECCO application for trekking boots makes you searchable in the outdoors. The one layer leather concept makes it possible to vary usage after temperature, and comfort, and so extend the season.

- Premium and sustainable leather construction
- One-layer leather concept to vary usage after temperature and comfort
- RECCO® implemented on left boot tongue for best searchability in the outdoors
- Rubber rand for best protection
- SOLE heat moldable footbed for individual comfort and longterm support
- Leather gusset to prevent water and rocks to enter the boot
- Vibram® Four Season outsole - proven great traction in rough terrain
- Water repellence treated leather
- Lace locking system for easy customized lacing
- Comfortable leather lining and heel fit for best support
- High cut profile for extra ankle support, stability and protection

HAGLÖFS BARKEN MEN:

COLORS: Grizzly

WEIGHT: 840 g ½ Pair (Size UK 8)

MATERIALS:

Upper: Premium eco-friendly leather from Gold rated tannery by Leather Working Group

Footbed: SOLE anatomic custom shape

Midsole: Contain recycle EVA

Outsole: Vibram® Four season



HAGLÖFS KRYLBO GT

MEN/WOMEN

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

- Warm insulated lining
- Tongue gusset to prevent snow and water to entering the shoe
- Pile collar lining
- Rubber rand for great protection
- Footbed with wool top layer and a reflective bottom layer to protect your feet from cold
- Laces made of recycled textile
- Midsole welt for increased stability
- EVA midsole for god 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

HAGLÖFS KRYLBO GT MEN:

COLORS: Grizzly

WEIGHT: 700 g ½ Pair (Size UK 8)

HAGLÖFS KRYLBO GT WOMEN:

COLORS: Driftwood

WEIGHT: 570 g ½ Pair (Size UK 5)

MATERIALS:

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

Lining: Gore-Tex® Insulated Comfort

Footbed: Haglöfs Custom Comfort Wool

Outsole: VIBRAM® Overland Eco Step



HAGLÖFS KRYLBO GT MEN



HAGLÖFS KRYLBO GT WOMEN



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

