

Press release February 17, 2016

MOUNTAIN ULTIMATE – DYNAMIC CLIMBING

When the goal is to get to the top of the mountain and down again as quickly as possible – this is becoming the ultimate challenge on the mountain for more and more people. It is an extreme form of climbing that requires experience and top physical condition. It also does not allow for mistakes of any kind, whether in preparation, training, execution or equipment.

In Spring/Summer 2016, Haglöfs will be introducing its new concept, Mountain Ultimate. This concept, which has been in development for a number of years, targets one of the strongest trends among experienced climbers in the Alps and the type of climbing that many mountain guides would prefer to do - getting up and down the mountain as quickly as possible and with as little equipment as possible without jeopardizing safety in any way. Up to the top and back, and still home for dinner.

While developing Mountain Ultimate, phrases such as “lower weight”, “more strength”, “climb higher” and “go faster” guided Haglöfs in their work. We are now seeing the results in the form of minimalistic, uncompromising products in which every feature has been carefully evaluated. Material that weighs as little as possible yet is still durable and able to withstand the challenges it is exposed to during a climbing expedition. And a snug design that still offers a comfortable fit.

HERAKLES JACKET is the flagship product in the Mountain Ultimate collection and has taken its name from one of the heroes of Greek mythology. HERAKLES JACKET is a technical shell jacket made from Gore-Tex® C-Knit™ that many times will be in the backpack as an extra back-up, ready, just like the hero Heracles, to perform great deeds when required by the situation.

Haglöfs’ products are developed in cooperation with professionals. This has seldom been as obvious as it has been for Mountain Ultimate, which can also be seen in the HERAKLES JACKET. Multiple new solutions, such as the fit and stretch of the hood, new elasticated sleeve cuffs and

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

CONTACTS:

Communication Manager: Sara Skogsberg Cuadras, sara.skogsberg-cuadras@haglofs.se
CEO: Peter Fabrin, peter.fabrin@haglofs.se

velcro solutions, were developed based on a climber's movements and how clothing, equipment and climber work in symbiosis.

New generation of ROC backpacks

In Spring/Summer 2106, Haglöfs will be introducing a number of new backpacks to its ROC family. The new Mountain Ultimate backpack is called ROC HELIOS 25 and has been developed in close cooperation with Haglöfs Friends. A person who has had a major influence on ROC HELIOS 25 is Jacopo Bufacchi, mountain guide (UIAGM), mountain rescue expert and extreme skier, and now also employed by Haglöfs as Clothing Design Team Manager.

ROC HELIOS 25 is a minimalist's dream and has only a few, very exact features. It goes to great lengths to meet the needs of people who want to prioritize speed in their climbing. ROC HELIOS 25 is an ultralight backpack made from Dimension Polyant X-pac™ – the same durable material found in LEX, Haglöfs' most advanced backpack in its Trekking Pro line. ROC HELIOS 25 holds the absolute essentials – things that must accompany you up the mountain – and sits where it should during the entire climb.

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

For more information, please contact:

Sara Skogsberg Cuadras

Communication Manager

+ 46 8 584 40 014

sara.skogsberg-cuadras@haglofs.se

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

CONTACTS:

Communication Manager: Sara Skogsberg Cuadras, sara.skogsberg-cuadras@haglofs.se

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