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## EXPERIENCE WHY “LESS IS MORE” WITH HAGLÖFS L.I.M SERIES

**L.I.M is a unique Haglöfs concept. A concept that can best be described as a minimalistic outdoor life. This includes activities that often take place over a shorter period of time and not infrequently at a faster tempo. This primarily means activities where low weight is a top priority and only the absolute essentials have been added to the products. Less is more, quite simply.**

There are many different types of outdoor activities. It is becoming more and more common for today's modern outdoor enthusiasts to try to find a nature experience that fits into the hectic schedule that we call life. Treks are shorter and faster – and the equipment is adapting to this change. Then there are those who want to cover large distances and be gone for long periods of time, but have tired of carrying unnecessary extra weight. For both of these groups, and many other groups as well, Haglöfs has designed its L.I.M products, from which we have removed anything that is not absolutely essential.

In Spring/Summer 2016 Haglöfs will be introducing an updated L.I.M. collection that has a completely new color scheme as well as several new products. A new backpack and a new shoe have been introduced under a new family name, STRIVE. This family targets those who want to go a bit farther out in nature and maybe stay away a bit longer.

L.I.M STRIVE 50 might be the market's lightest backpack in terms of pack volume, but at only 1.14 kg its pack volume of 50 liters is impressive. If you want to get below 1 kg, just remove the aluminum stays that is part of the support system and you will have a functional, ultralight backpack that will take you on even longer treks out into nature. To make the backpack even lighter, simply leave the top lid at home.

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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 2015 amounted to SEK 776 million. Haglöfs is owned by ASICS Corporation since 2010. [www.haglofs.com](http://www.haglofs.com)

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L.I.M STRIVE 50 comes in one size (M/L) and has been equipped with several smart solutions, such as elastic pockets on the hip belt for energy bars or a pair of gloves and an elastic cord on the front that can be used to compress the bag and attach clothing or equipment. The backpack has a hydration system, attachments for an ice pick or hiking poles and can be opened along the entire front for easy access to the pack.

### **A bit farther, a bit lighter**

Trekking is about walking and Trekking L.I.M is about walking as easily as possible. Haglöfs is expanding this concept in the spring/summer for outdoor enthusiasts who would like a shoe that can take them even farther out into nature without compromising the principles for which L.I.M. is known.

HAGLÖFS STRIVE MID GT, at 330 grams in the men's model and 275 grams in the women's model, offers exactly this. HAGLÖFS STRIVE MID GT is an ultra light, durable trekking shoe that despite its minimalistic, unembellished design is packed with a number of technologies from ASICS, such as Solyte, GEL and AHAR+. HAGLÖFS STRIVE MID GT has a new outsole tooling straight out of testing that offers improved stability and more comfort for longer treks. For an optimal, snug fit the shoe also offers a new solution where the shoelace has been given an attachment point that goes all the way down to the outsole tooling. HAGLÖFS STRIVE MID GT has a Gore-Tex® lining that provides protection from moisture and rain.

Text and associated images can be downloaded at [www.haglofs.com/press](http://www.haglofs.com/press)

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