



Press Release, Munich 30 June 2019

## SCANDINAVIAN OUTDOOR AWARD to... NORDISK

After 48 hours of dedicated outdoor testing and lively discussions in a remote mountain area of Austria, the international jury of outdoor journalists and retailers have come up with the winners of Scandinavian Outdoor Award for next year's spring/summer season. The jury was very impressed by an innovative tent construction from the most recent member of Scandinavian Outdoor Group (SOG), the Danish brand Nordisk. The Midgard Concept receive the Overall Winner Award.

In total five products do receive a Scandinavian Outdoor Award for Spring/Summer 2020, and Nordisk with their Midgard Concept is the Overall Winner. A group tent inspired by the ancient Nordic design. The Sustainability Award, the second most prestigious award, goes to Swedish Polygiene for their Odor Crunch technology, a solution that could be a game changer for the entire apparel industry. The other three outstanding products that the jury awards are made by Hilleberg (Sweden), Aclima (Norway) and Ecco (Denmark). Two of the awards this time go to Denmark, which is the very first time.

### OVERALL WINNER: Nordisk/The Midgard Concept

*Motivation: Pitching family or group tents can often be a challenge. Thanks to the innovative pole configuration the overall winner can be set up within minutes, creating a cathedral-like tent, inspired by ancient Nordic design. The design solution gets rid of the center pole that is always in the way. The tent offers a great climate due to the technical cotton fabric and effective venting options. Super sturdy materials promise a long lifespan. If more space is needed, additional tents can be zipped to the existing model.*

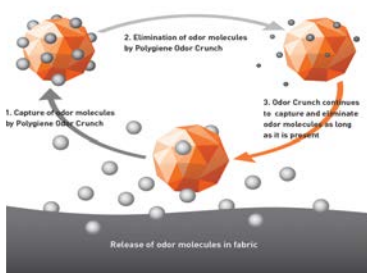


The Midgard tent from Nordisk is the Overall Winner! The entire jury just loved it! Here Georg Hansen and John Paulsen receives the award from chairman of the jury Frank Wacker.

- I feel very happy and honored and this award represents exactly what we stand for, says John Poulsen, designer of the Midgard tent. We are proud that finally someone realize that we create happy products for happy times.

### SUSTAINABILITY AWARD: Polygiene/Odor Crunch

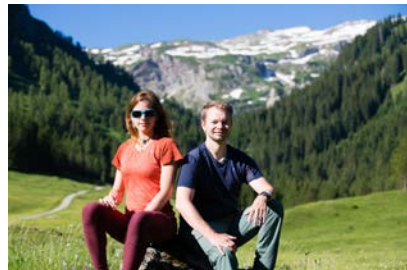
*Motivation: The Sustainability Award winner can be a game changer, not only for the outdoor business but for the entire apparel industry. This solution eliminates the use of silver and other biocides in the quest for odor-free garments made of synthetic fibers, while supporting a much needed change in user behavior: Garments do not need to be washed as often which reduces water and energy consumption, as well as it limits the release of micro plastics and washing detergents.*



The technology from Swedish Polygiene can be a game changer in the industry. Here is the jury member Joel Svedlund and the award winner Mats Georgson, Chief Marketing Officer at Polygiene.

### APPAREL AWARD: Aclima/Sports T-Shirt

Motivation: Combining knitted Merino fabric and Merino mesh has been around for a while but it has never been executed as well as in the apparel winner of this year. The strategic placement of the materials in this piece is thought through and works well, where the mesh is placed under the arms and only partly on the back. This makes the design of this t-shirt very appealing. Also, Aclima has always been among the pioneers of this material combination.



Aclima are one of the pioneers of combining Merino wool with Merino mesh. Here with the happy jury members Jana Erb and Bjarke Rosenbeck.

### HARDWARE AWARD: Hilleberg the Tentmaker/Anaris

Motivation: The jury does not know any other tent in this weight category that offers as much space, such sturdy materials and the same level of weather protection. This year's hardware award winner is also very versatile. You can either pitch the inner and outer tent separately or as a classic double wall ridge tent. The vestibule can be fully opened up giving you a great view through the micro-mesh doors of the inner tent. When pitched with trekking poles the Hilleberg Anaris weighs 1,4 kg.



The Anaris tent by Hilleberg the Tentmaker is a ridge tent which will help you with the "close-to-nature" feeling. Here with jury member Gijs Loning.

### FOOTWEAR AWARD: ECCO/Biom C Trail

Motivation: In this product, part of the innovation is hidden in the production process replacing the EVA midsole with a material that allows an integrated construction. The jury likes how the shoe wraps around the midfoot without sacrificing comfort making the low-cut model a great choice for hikes and trail runs. The upper is a nice combination of "traditional" leather as well as airy mesh and reflective parts.



The ECCO Biom C Trail with a retro design is the Hardware Award winner. The chairman of the jury is Frank Wacker.

## ABOUT THE AWARD

Since 2005 the competition for the Scandinavian Outdoor Award (SOA), hosted by Scandinavian Outdoor Group (SOG), aims to support product and design innovations as well as to promote new Scandinavian outdoor products. The Award enjoys a high recognition thanks to the most thorough evaluation process of the industry. Nominees and winners trust the competences and vast experience of every jury member.

A total of 22 products, from brands of the Scandinavian Outdoor Group, have been nominated to compete for the Scandinavian Outdoor Award. The international jury team composed of prestigious outdoor and industry journalists and retailers based its final judgement on the following criteria: *Design, Innovation, Functionality, Quality and Sustainability*.

Based on the meticulous assessment of each criteria, five awards were attributed this time. Overall Winner, Sustainability Award, Apparel Award, Hardware Award and Footwear Award. The Overall Winner is the product offering the most complete performance in each specification.

## THE JURY

Gijs Loning (NL)  
Frank Wacker (DE)  
Piotr Drozd (PL)  
Joel Svedlund (SE)  
Jana Erb (DE)  
Bjarke Rosenbeck (DK)

Outdoorguru.com  
Outdoor Magazin  
Gory Magazine  
Peak Innovation/SOG Sustainability  
KontraPixel/Globetrotter  
Grejguide.dk



The jury tested the products in Nenzing, Austria ([www.vorarlberg.travel](http://www.vorarlberg.travel))

## FOR FURTHER INFORMATION AND PHOTOS

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*About the Scandinavian Outdoor Group (SOG):*

*The Scandinavian Outdoor Group was founded in 2001 and currently has 69 member companies representing outdoor brands from the Nordic countries. SOG aims is to strengthen the image and profits of member brands on an international level through cooperation and joint projects. The group believes that by working together, 1+1 can equal 3.*



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