



Press Release, Munich 27 January 2020

# SCANDINAVIAN OUTDOOR AWARD to... ACLIMA

After 48 hours of dedicated outdoor testing and lively discussions in Vorarlberg, Austria, the international jury of outdoor journalists and retailers have come up with the winners of Scandinavian Outdoor Award for next year's fall/winter season. The jury was very impressed by a merino overall with clever patterning and attention to every detail from the Norwegian brand Aclima. So, the Overall Winner Award goes to the WoolNet Overall. Also the Sustainability Award goes to Norway, since Bergans are in the forefront of innovation in their partnership with Spinnova in the future.labs.05.A project.

In total seven products just received a Scandinavian Outdoor Award for Fall/Winter 2020/21, and Aclima with their WoolNet Overall is awarded as the Overall Winner. The Sustainability Award, the second most prestigious award, is also of Norwegian origin, since Bergans with the future.labs.05.A project could have the potential to change the entire textile industry. The other five outstanding products that the jury awards are made by Sasta (Finland), USWE (Sweden), Trangia (Sweden) and actually two awards to Reima (Finland).

## OVERALL WINNER: Aclima/WoolNet Overall

*Motivation: "The best overall I have worn so far" raved one tester about the WoolNet Overall from the Norwegian brand Aclima. A mix of different merino fabrics is key to this one-piece base-layer that features clever patterning and attention to every detail. The stretchy, soft WoolNet fabric used throughout the garment does not get soaked when sweating during high activity, dries quickly, and insulates well. It also features a drop seat that works admirably well for women and men.*



*A Norwegian merino overall is the Overall Winner! Here tested by chairman of the jury Frank Wacker from Outdoor Magazin.*

- We are very pleased with the professional recognition for the quality and functionality of the Aclima overall, says Ole Magnus Halvorsen, Marketin Manager at Aclimes. The Overall is made in Aclima well-known WoolNet fabric. It is with a big honour we receive this award by a panel of industry leaders from the Scandinavian Outdoor Award as the Overall winner at ISPO 2020.

## SUSTAINABILITY AWARD: Bergans/future.labs.05.A

*Motivation: Cellulose-based materials have been around for a long time, but Spinnova has developed a never-seen-before solution that makes production far more sustainable. The closed process has removed harmful chemicals. The source can be forest product,*

textile, or agricultural waste and it can be continuously recycled to allow true circular material flows. At this early innovation stage, Bergans has partnered with Spinnova and the result has the potential to change the entire textile industry.



The Norwegian/Finnish collaboration in the future.labs.05.A project receives the Sustainability Award. Here checked out by Karen Hensel, Norr Magazine.

### **APPAREL AWARD: Sasta/Kaarna Trousers**

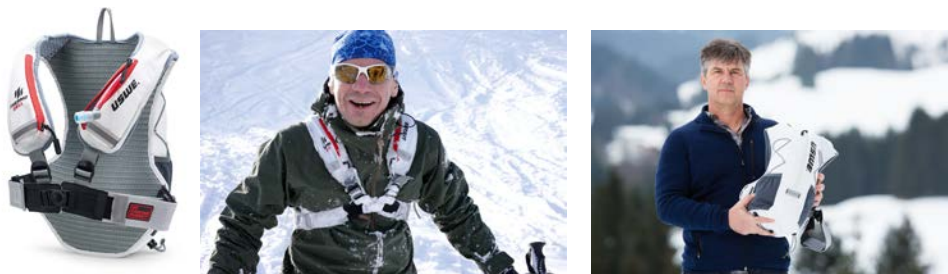
Motivation: The Sasta Kaarna Trousers are a pleasingly comfortable outdoor pant that can be used in a wide range of activities, from all-season hiking to hunting to fishing to ski touring. The combination of recycled wool, organic cotton and recycled polyester not only guarantees high functionality and sustainability but also gives the pants a unique look. They are produced in Europe.



Sasta from Finland wins a Scandinavian Outdoor Award for the very first time with Kaarna, a combination of recycled wool, organic cotton and recycled polyester. Here with the jury member Joel Svedlund, Peak Innovation.

### **HARDWARE AWARD: USWE/Nordic 10**

Motivation: For high-intensity winter activities such as running, skating, or cross-country skiing, the USWE Nordic 10 pack offers an innovative, easy-to-adjust carry and well-fitting unisex system that allows for a stable, bounce-free and non-restrictive fit. It also has smart features, including an insulated sleeve for the hose of a bladder that is heated up by the body, reflective points, and a durable, snag-free back panel.



The Hardware Award to USWE from southern Sweden for an innovative winter pack for high-intense activities. Here with our US representative in the jury, Doug Schnitzspahn.

### **TECHNOLOGY AWARD: Reima/Weather App**

Motivation: This app gives parents and kids the chance to learn in a playful way together about the proper clothing and layering for outside activities. The jury liked that the app addresses children's and parents' need in an appealing package with language and graphics that speaks to both. The in-app challenges are an attractive way to get families more involved in the outdoors.



The Reima Weather App is another technical solution for the purpose to get the kids out. Here presented by jury member Gijs Loning, *Outdoorguru.com*.

## KIDS AWARD: Reimatec Winter Jacket Kulkija

Motivation: “With the insulated Reimatec Winter Jacket Kulkija, you get high-end-performance at a mid-level price” one jury member points out. It offers non-slip, snow-proof pockets with a construction that will prevent things from sliding out easily. Reima also uses a waterproof, breathable Polyester laminate, that can be easily recycled once the long-lasting jacket gets to the end of its lifecycle.



The second award for Reima from Finland for a kids’ jacket. Here presented by Jana Erb from the jury.

## HARDWARE ACCESSORIES AWARD: Trangia/T-Spoon

Motivation: This super-strong, yet lightweight spoon/fork combination can handle years of use without breaking. It’s manufactured in Sweden out of locally produced, bio-based plastic Ecopaxx. The jury also liked the smooth surface of the dishwasher-approved material. Overall, it impressed the jury as a noticeable improvement on existing product in this category.



The first ever entry from Swedish Trangia in the Scandinavian Outdoor Award when they win the Hardware Accessories Award. Here with our retail representative in the jury, Sabina Widing from *Addnature*.

## 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.

A total of 25 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 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, seven awards were attributed this time. The Overall Winner is the product offering the most complete performance in each specification. This is the second time for Aclima to win the Overall Award. First in this prestigious list are Fjällräven with five awards, followed by Norrøna, Ecco, Devold and now Aclima with two awards each.

## THE JURY

Gijs Loning (NL)	Outdoorguru.com
Frank Wacker (DE)	Outdoor Magazin
Piotr Drozd (PL)	Gory Magazine
Joel Svedlund (SE)	Peak Innovation/SOG Sustainability
Jana Erb (DE)	KontraPixel
Doug Schnitzspan (US)	Outdoor Retailer Magazine/Elevation Outdoors Magazine
Karen Hensel (SWE/DE)	Norr Magazine/Suston/365
Sabina Widing (SWE)	Addnature



The jury tested the products in Kleinwalsertal, 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 2000 and currently has 73 member companies representing outdoor brands from the Nordic countries. SOG aims 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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