



Press Release June 21, 2010  
For immediate release

## WINTER 2010/2011 and SUMMER 2011

### Jury Meeting SOA Scandinavian Outdoor Award, Bohuslän, Sweden June 2010

From June 14<sup>th</sup> to June 16<sup>th</sup> 2010, the SOA Jury met at the west coast of Sweden to judge Outdoor gear to award best products in the defined categories.

The journalists arrived on Monday from different parts of Sweden, Germany, the Netherlands and Austria. Special Interest magazine partners have the majority of votes, over trade press representatives, attended the jury meeting:

- Frank Wacker / Germany / Outdoor Magazin
- Katja Lehmann / GAS / NORR Magazin
- Gerald Valentin / Austria / Land der Berge
- Gijs Loning / Netherlands / Op Pad
- Erika Willners / Sweden / Utemagasinet
- Christer Flythström / Sweden / Sportfack
- Markus Huber / Europe / SGI-The Outdoor Industry Compass, Sportfachhandel
- Dörte de Graaf / Mandel Media

#### Jury Meeting Trip

After arriving at the team hotel Nordens Ark – a non-profit foundation that breeds and reintroduces endangered species - the active testing of gear started. All team got equipped with additional functional clothing, meal kits and waterproofed bags, before meeting Per, the sea kayak guide, for a thorough introduction into techniques and route.

The jury members paddled to a small island and stayed overnight in tents, enjoying freshly made food and a bonfire. The executive jury meeting began after coming back to the harbour of Ulebergshamn the next day. The winners were chosen after several hours of intense examining and discussing the nominated products.

The evening was then spent at an old wooden fabric building directly by the sea with eating crayfish that was fished just 3 hours before. The event ended on Wednesday with a guided tour at Nordens Ark, with feeding tigers and lunch at a special dining room, where many high window panes allowed an excellent view on passing wolves.

We thank Volvo, Point 65, Nordens Ark, Thule, Primus, Haglöfs, Light my Fire, Tenson for their help to realize this great event. Tack Martin, Robert, Dörte, Sandra, Sebastian and of course all SOG brands which send in product applications and test products!

...and the winner is:

The votes were made in the categories Overall Winner, Sustainability and Apparel.

### Winter 2010/11

SOA Overall winner: EXA / Lundhags (SE)

SOA Sustainability Award: Expedition Shell Jacket / Isbjörn of Sweden (SE)

SOA Apparel Award: Trollveggen Pro Shell Jacket / Norrøna (NO)

### Summer 2011

SOA Overall winner: WoolNet / Aclima (NO)

SOA Sustainability Award : Eco Trail Jacket / Fjällräven (SE)

The winner ceremony of the Scandinavian Outdoor Award will take place at the SOG press conference at OutDoor Fair in Friedrichshafen, Friday 16<sup>th</sup> 2010. The summer products will furthermore be displayed in the Scandinavian Village by SOG.

### SOA Jury Concept

The Jury members represent the publisher's magazines and bring their collective over 80 years of outdoor product experience and current market knowledge to the meetings. Frank Wacker from Outdoor Magazin coordinates and guides the award-process. With him, Gijs Loning and Gerald Valentin have attended all previous meetings; they stand as backbone to the team.

The Jury Meeting is held yearly at different locations in Scandinavia. 2008, the meeting was held on an island in the Stockholm Archipelago, 2009, the team tested products during a hike to Kebnekaise, Swedens highest mountain. 2010 Nordens Ark and sea kayaking were on the 3 day program. In the coming years, the Jury will visit Norway, Island and Finland.

The Jury has its own dynamic and develops method and rules together with SOG, who provides the platform and organization. Future meetings will find members from the US and Asia and will be organized together with factory and brand visits, around the third week of June each year.

For further information and photos, please contact Matthias Aßmann, SOA project leader, at [media@scandinavianoutdoorgroup.com](mailto:media@scandinavianoutdoorgroup.com) or visit the SOA homepage: [www.scandinavianoutdooraward.com](http://www.scandinavianoutdooraward.com).

Scandinavian Outdoor Group (S.O.G.) is a cooperation between leading Scandinavian outdoor brands to grow export business and increase recognition and trust for Scandinavian outdoor products, outdoor traditions and activities as well as respect for nature.

The Scandinavian Outdoor Award (S.O.A.) is being hosted by S.O.G. since 2006. Up to 20 products from member brands get nominated every season. The international jury consists of international outdoor journalists and product experts who test and examine each product thoroughly to appoint the winners in the categories *overall winner* and *sustainability*. The winning product gets selected according to the criteria functionality, quality, innovation and design.

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## SOA Winners Winter 2010/11:

Motivation of the Jury by Frank Wacker, President Jury Meeting 2010



### Overall winner: EXA / Lundhags

Revolutionary skate for Nordic ice-skating. Lundhags EXA is constructed out of one piece of stainless steel that is bent into an open S-profile. Compared to traditional skates it increases performance noticeably: EXA is lighter and more silent, offers better damping characteristics and brings the skaters foot closer to the ground. Because of the simple design it is also more durable. Additional advantage: pretty much any Nordic bindings can be mounted onto the skate.



### Sustainability Award: Expedition Shell Jacket / Isbjörn

There are many aspects when looking at sustainable products. One is to build functional und durable equipment with a classic design the consumer will use for many, many years. The Expedition Shell Jacket from kids wear specialist Isbjörn of Sweden meets these criteria perfectly: It is made from tough Dermizax, looks just like daddy's jacket and can be passed on once it will not fit anymore.



### Apparel: Trollveggen Pro Shell Jacket / Norrøna

The invention of watertight zippers revolutionized the apparel market. Norrønans Trollveggen Pro Shell Jacket brings the zipper design to a new level: Its YKK Aqua Seal Zippers are not only completely waterproof, they also run a lot smoother than other rain resistant or waterproof zippers and are very durable. Trollveggen is built from 3-layer Gore-Tex Pro Shell, the fabric offering the best durability-weight-ratio, the construction is bombproof and all the features are just right.



## SOA Winners Summer 2011:

Motivation of the Jury by Frank Wacker, President Jury Meeting 2010



### Overall winner: WoolNet / Aclima

Mesh base layers are highly functional: they offer superb moisture transport and cooling during strenuous activities, yet dry quickly and keep you warm when needed. Aclima is using this classical Scandinavian design in combination with merino wool creating base layers that give the user outstanding comfort in a wide range of weather/temperature conditions and activity levels. Also the attention to detail is impressive: the side panels for example are knitted, therefore the top is closer fitting without restricting freedom of movement, the padded shoulders guarantee more comfort when wearing a pack.



### Sustainability Award: Eco Trail Jacket / Fjällräven

Functional waterproof, breathable jacket that meets more than just one eco friendly criteria. Fjällrävens Eco Trail Jacket is not only fully recyclable (Eco Circle™), fluorocarbon-free and made from recycled polyester. The manufacturer also compensates for the unavoidable carbon dioxide emissions that arise in the production and transport by supporting renewable energy projects that have been approved by the UN and certified according to the WWF supported gold standard.