



## **Aclima has become a proud member of the Scandinavian Outdoor Group!**

Scandinavian Outdoor Group (S.O.G.) was founded in 2000 as an industry initiative to serve outdoor retailers and media in export markets. It unites well-respected outdoor gear manufacturers from all five Nordic countries: Norway, Sweden, Finland, Denmark and Iceland. We join other famous brands like Norrøna, Klättermusen, Helsport, Nanok, Bergans and Fjällräven in the group. S.O.G. is organized as a non-profit, non-political association registered in Sweden. In January 2010, the S.O.G. has 34 member companies with a united turnover of more than 1 billion € per year.

In order to become a member of the Scandinavian Outdoor Group, an interested company has to prove financial stability and export maturity as well as a high brand image, a high product quality and a high level of service and business ethics.

### **Together We Are Stronger**

The cooperation is based on sales and media oriented projects serving outdoor gear retailers and journalists on markets outside the Nordic region. The mission is based on the simple observation that if equipment works well up here in the north it must also be perfect for outdoor enthusiasts in the rest of the world. By cooperating in the effort to ultimately reach more users of our products, the members can as a group create synergies and be more efficient thus creating a better result for retailers, media and members. The spirit is like the Scandinavian mentality; friendly, informal, open and democratic.

S.O.G. is an associated member of the European Outdoor Group and represents the Scandinavian outdoor industry in lobby and global industry issues (Through EOG)

### **Scandinavian Village at International Trade Shows**

You can more easily find Aclima – Just look for the Scandinavian Village! A lot of innovative and durable products, presented by well known brands. Why look anywhere else? You can also taste some Scandinavian specialties for free in the bar or join the occasional party. By joining efforts in offering sales and media oriented projects the media coverage and sales will be better.

**Aclima** participates in **ISPO Winter**, February 7-10 in Munich and **Outdoor** in Friedrichshafen from the 15<sup>th</sup> to the 18<sup>th</sup> of July.

For more information about S.O.G; please have a look at:

[www.scandinavianoutdoors.com](http://www.scandinavianoutdoors.com)