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**WHEN IT RAINS - IT STREAMS

Fall is here and so the rainy season begins. Swedish outdoor brand Haglöfs now offers trekkers on the northern Swedish trail Kungsleden, in the middle of the Swedish wilderness, free Wi-Fi.. But there’s a catch- it only works when it rains.**

The weather in Northern Sweden can get pretty rough, and Haglöfs has helped people endure the weather since 1914. But today people seem to believe that being online is just as important as staying dry when the rain is pouring down. According to a survey from 2014\*, a good Wi-Fi connection is one on the things we value the most when we are travelling. Seemingly, Maslow’s famous hierarchy of needs should be updated with the Wi-Fi need.

“We want to encourage everyone to get out there, no matter the weather. But even if our products are made to beat the elements, you sometimes need a break. With this initiative, we hope to make people’s outdoor experiences even more enjoyable, even when it’s pouring down”, says Peter Fabrin, CEO at Haglöfs.

A Wi-Fi placed somewhere along the trail Kungsleden in northern Sweden gives trekkers the opportunity to go online in places where there normally is no connectivity at all. But there is a catch – it only works when it rains.

**About Weather-fi**

During October 2016, anyone planning on heading out for Kungsleden can check out [www.haglofsweather.fi](http://www.haglofsweather.fi) to get the latest forecast for the region and to see whether the weather-fi will be up and running. Combining binge-watching of your favourite TV-series with the outdoors is no longer a problem, thanks to Weather-fi.

The Wi-Fi connection is driven by solar panels, and is linked to a local weather station acting as an on and off switch. The worse the downpour, the better the signal.

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

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\*Carried out by travel company Skyscanner