Press release April 20, 2016

**Intense – training and competition in nature**

**From a run through the forest to an ultra-marathon in a mountain environment - this is the range that is covered by Haglöfs’ concept for high pulse activities. The Intense concept consists of clothing, shoes and equipment that have been developed to help maximize performance. When hour is followed by hour, it is often the small details that make a big difference.**

Haglöfs Intense contains products for high pulse outdoor activities, such as trail running, mountain biking, fitness activities or extreme endurance competitions. Regardless of the activity and level, the features of the products that are needed are relatively similar: lightweight material that dries quickly, good breathability, good fit and close adherence to the movements of the body.

In Spring/Summer 2016, Haglöfs is introducing its Intense range of products in a brand new color scheme. The monochrome has reached the end of its life cycle and is now being replaced by a multi-chrome collection filled with attitude. Haglöfs’ redesigned and improved Intense backpacks are among the news. An entirely new shoe, which was developed in collaboration with Björn Rydvall, Haglöfs Friend and captain of one of the world’s best adventure racing teams, Team Haglöfs Silva, will also be introduced.

GRAM COMP JACKET is considered by many to be the perfect shell jacket, offering only features that are needed and no unnecessary additions. Made from three-layer Gore-Tex® Active, it is the ultimate combination of waterproofness and breathability. Extremely packable, it takes up practically no space in your pack when it is not needed. The best products are those that are the least noticeable, and weighing only 295 grams (255 grams for women) it is easy to forget it when wearing this jacket.

**A running shoe for going off-trail**

The major new addition to Haglöfs Intense in Spring/Summer 2016 is the running shoe, HAGLÖFS GRAM PULSE. All of Haglöfs’ products are developed with a specific activity in mind, and this may be most evident within footwear. Made for off-trail running, HAGLÖFS GRAM PULSE also might be one of Haglöfs’ most tested shoes.

Off-trail running is one of the activities that is growing the most right now, both among general fitness enthusiasts and in terms of competitions. Off-trail running means leaving the trail behind and heading out into the terrain - over logs and stones, through the mud, up and down the mountain and across the marshlands. Grip is a central factor and one of the most characteristic features of HAGLÖFS GRAM PULSE.

HAGLÖFS GRAM PULSE has a new outsole made from a rubber blend recently developed at the ASICS research center, ISS (Institute of Sport Science). Wet Grip Rubber+ offers even more grip than normal Wet Grip Rubber. The studs are high and triangular, which provides better grip in all directions. The studs are also positioned to eliminate the build-up of mud.

HAGLÖFS GRAM PULSE has a light, minimalistic, upper made from a single piece of water-resistant and durable mesh, with a TPU reinforcement for optimal comfort. A durable ESCAINE microfiber protects the forefoot and heel in the terrain. The dainty midsole keeps the weight down while also providing good contact with the ground. Thanks to GEL and an EVA Trusstic insert, the shoe offers stability and protection as well as good absorption. An inner lining made from ESCAINE microfiber makes it very comfortable, even after several hours off-trail.

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

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