Stockholm, December 2017

**how haglöfs gets down to business**

**Haglöfs understands that the best clothing is made by using the right, most appropriate materials. Very often, this actually means that new materials, ones which do the job perfectly, are developed and created. But sometimes, materials that have been evolved over tens of thousands of years - like down - are the ones that suit the garment and its purpose best.**

When this is the case, it's important that sustainability is followed to the letter. Take down, for instance. The down industry is not without its problems - but all down used by Haglöfs is 100% Responsible Down Standard (RDS) certified, and has been ever since the FW16 collection. Of course, any down we use is always a by-product from food production. One of the Responsible Down Standard's aims is to increase transparency in the supply chain, as well as helping people understand that only the right farms - that treat their geese and ducks kindly and ethically - should be used to supply this material.

Haglöfs has also chosen to give you the ability to trace the down in your garment back to source, via the TrackMyDown.com website. This website gives you a series of facts about the quality and insulating properties of what you've purchased.

All of the down used to insulate Haglöfs garments is bluesign® approved, helping to minimize use of harmful chemicals and to promote responsible use of fresh water. The more Haglöfs, in association with organisations like RDS, pushes for high standards in down farming to be upheld, the more positive changes we'll see.

You can read more about RDS on their website: http://responsibledown.org/

For more information, please contact:

Sara Skogsberg Cuadras

Corporate & CSR Communications Specialist

+ 46 8 584 40 014

sara.skogsberg-cuadras@haglofs.se