Press release August 30, 2016

**THE NEW SPITZ JACKET.   
POWERED BY THE NORTHERN WIND.**

**Spitz is back and stronger than ever. With Haglöfs’ promise of outdoor gear that beats the elements, the new Spitz takes on the wind. But not just any wind, the Northern wind.**

For the relaunch of the durable wind jacket Spitz, Haglöfs not only tamed the strongest element there is – but made it work for them. Using wind power from the world’s northernmost wind farm, the Northern Wind was incorporated into every stitch of a special Spitz jacket. The jacket made by the wind, is now being used by adventurer Erwan Le Lann on his four-year sailing journey around the world.

Full project available at [www.haglofs.com](http://www.haglofs.com)

The new Spitz jacket will be available at retailers across the world starting September 1,

2016.

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

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