Stockholm, 26 September, 2017

**WATERPROOF WITHOUT THE F-WORD**

**Haglöfs have reinforced their commitment to fluorocarbon-free treatments on their products by vowing to the complete transition to more environmentally friendly substances by year 2020.**

Waterproofing treatments or so called Durable Water Repellent (DWR) containing certain fluorocarbons were once fairly common in the outdoor industry. These fluorocarbons are good at repelling water as well as dirt, and so they increase the lifespan and usefulness of a wide range of outdoors products. However, research has shown some of these chemicals to be toxic and very long-lasting: as a result, the most harmful fluorocarbons are now strictly regulated by the EU and other countries.

Haglöfs, together with their friends in the outdoor industry, have long been committed to reducing the use of fluorocarbons in their products. Thanks to this, they have been instrumental in developing cleaner waterproofing alternatives: substances that offer good weather protection, but that also leave a smaller footprint on the landscape. Moving forwards, Haglöfs are committed to completely remove fluorocarbons from their waterproofing treatments by 2020.

The company's SS18 apparel collection is already 87% fluorocarbon free - and that includes all fluorocarbons, not just the types regulated by the EU. Moreover, the full range of bags and backpacks has fluorocarbon free DWR treatments and so does most of the footwear collection.

For more information on the sustainability work Haglöfs carry out, as well as more information on the current situation with regards to fluorocarbons, you can download the sustainability report [here.](http://www.haglofs.com/gb/en/sustainability-report)

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

For more information, please contact:

Sara Skogsberg Cuadras

Communication Manager

+ 46 8 584 40 014

[sara.skogsberg-cuadras@haglofs.se](mailto:sara.skogsberg-cuadras@haglofs.se)