



PRESS RELEASE  
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## SCANDINAVIAN OUTDOOR AWARD to... NORRØNA

The winners have now been selected! After dedicated outdoor testing and lively discussions in beautiful Zillertal, Tyrol, the international jury of outdoor journalists and outdoor gear specialists have agreed on the winners of Scandinavian Outdoor Award for next year's spring/summer season. The Overall Winner of Scandinavian Outdoor Award is **Norrøna** with the **Senja Econyl 7L Pack**, a light trailrunning pack of 7 liters, with all the features you can wish for. The second most prestigious award is the **Sustainability Award**. This prize goes to **Primus Equipment**, for the **SIP Power Gas**.

Seven products in total just received a Scandinavian Outdoor Award for the Spring/Summer 2023 season. Norwegian **Norrøna** was named **Overall Winner**, the finest award of them all. And **Primus Equipment**, Sweden, took home the **Sustainability Award**.

Five more prizes were awarded:

**Hardware Award:** Helsport / Adventure SL3

**Apparel Award:** Aclima / WoolNet Light

**Technology Award:** Cake O Emission / Makka

**Footwear Award:** Viking Outdoor Footwear / Anaconda Trail BOA GTX

**Kids Award:** Isbjörn of Sweden / Dolphine Sun Jumpsuit

### OVERALL WINNER: **Norrøna / Senja Econyl 7L Pack**



This new trailrunning pack, **Senja Econyl 7L Pack**, from **Norrøna** is packed with incredibly useful features. The two included 500 ml **Norrøna** soft flasks can be stored in the "easy to reach" front pouches. There is space for extra water storage in the back as well. All exposed zippers have been laminated to increase the packs overall water repellency and way more places to store what you need.

One of the first packs on the market to be made entirely of sustainable fabrics. **Norrøna** removed all long-chain fluorocarbons from their products several years ago.

*Statement from the Jury: Super stable while running through the roughest terrain and very comfortable, the Running Pack **Norrøna Senja Econyl 7L Pack** won the jury testers hearts immediately. One reason for the outstanding performance of this well made, lightweight pack is the perfect fit for male and female runners. It also offers all the functions you need including big pockets. With the high content of recycled and durable fabrics, **Norrøna** meets today's need to build sustainable products.*

### SUSTAINABILITY AWARD: **Primus Equipment / SIP Power Gas**



The new **SIP Power Gas** from **Primus Equipment** is a true all-round gas that performs in the majority of outdoor cooking conditions and also for grills and gas lanterns. **SIP** means: Sustainable Improvement Program and the **SIP Power Gas** is the first step of many within this program. It is the first bio-based gas made from food waste to be used in the outdoor market.

*Statement from the Jury: With the **SIP Power Gas**, **Primus** brings sustainability into the outdoor gas fuel market. The canister is still filled with fossil gas since biobased gas is not available in their production country today. But through mass balance purchasing, **Primus** buys the same amount of biobased fuel certificates and creates a market pull. Over time it will increase the number of facilities producing biobased gas and make it available on a broader basis. The canisters are built and filled in Europe to reduce transportation.*

## HARDWARE AWARD: Helsport / Adventure SL3



Adventure SL3 from Helsport is a super light and compact tent made for trekking, bikepacking, packrafting, and anything else where you need a slim tent. To reduce the risk of water finding its way in and to increase the durability, Helsports new tent have minimal amount of seems together with asymmetric angles between front and back pole to increase wind resistance.

*Statement from the jury: This tunnel-style-tent combines a large front vestibule with three entrances and super light, yet strong, fabrics. Result: a comfortable 2-to-3-person tent strong enough for all four seasons that weighs less than 2,4 kilos. The Helsport Adventure SL3 is quick and easy to pitch; the front and rear can either be pitched high for more ventilation or close to the ground to give you better wind protection. The jury was also impressed by the innovative construction that reduces seams to a minimum.*

## FOOTWEAR AWARD: Viking Outdoor Footwear / Anaconda Trail BOA GTX



Built to master the trails and give the confidence to concentrate on the path ahead, Viking's Anaconda Trail BOA GTX helps you move quickly and comfortably in any terrain with their newly developed oversized Ultimate Grip Concept soles. This is a new upgrade of an old style with less material and 50% recycled upper, 49% recycled lining and 100% recycled webbing.

*Statement from the jury: Our tester praised the perfect hold of the foot and the super grippy sole while running and hiking in the mountains over steep, muddy, and rocky terrain. The Viking Anaconda Trail BOA GTX trailrunning- and hiking shoe is also very comfortable and easy to adjust due to the Boa-System Lacing. The fabrics contain up to 50 percent recycled material and the Gore-Tex membrane keeps the feet dry. This underlines that over time, proven designs can be made better and more sustainable.*

## APPAREL AWARD: Aclima / WoolNet Light



Aclima was challenged by their ambassadors to make the lightest and the softest garment in as much mesh as possible. The result is WoolNet Light and it has been thoroughly tested over one year by their ambassadors and the feedback has been phenomenal. A lightweight mesh construction in 100% Merino wool. For high performance activities, such as running in the mountains, hiking and trekking.

*Statement from the jury: The Aclima WoolNet Light keeps you warm but prevents overheating when working out hard. The wool-mesh also dries quicker than classical wool fabrics, is super soft, stretchy and does not smell like synthetic underwear does. The new lightweight version of the Aclima WoolNet can be used all year round for any kind of activity. »Over the last 20 years I have not tested any other shirt that offers such unique functionality«, one of the testers said.*

## KIDS AWARD: Isbjörn of Sweden / Dolphine Sun Jumpsuit



This swimsuit for kids is made from ocean plastic waste (fishnets mainly) that are a threat to sea life, pilling resistant to minimize release of microplastics, resistant to sunscreen, oils and chlorine for long product life, shape retention and UV protection.

*Statement from the jury: Swimsuits for children have been around forever, but the functionality and sustainability of the Dolphine Sun Jumpsuit from Isbjörn of Sweden is far ahead of the broad mass. The recycled fabric is partly made of old fishnets gathered in the ocean and has built in UV-protection. The product's long life is another sustainability factor - it can be passed on to the next kid when outgrown. The jury also liked the idea of raising awareness among kids about the environmental challenges we face.*

## TECHNOLOGY AWARD: Cake o Emission / Makka



Makka is the ultimate commuter - light, robust, and powerful! The third platform from Cake o Emission is a lightweight, yet robust electric moped, designed to hit both city streets and outback adventures while doubling as a smart configuration platform for everyday mobile needs. Inspiring people, contributing to speeding up the journey towards a zero emission society, combining excitement with responsibility.

*Statement from the jury: For those who want to reduce their environmental impact, Cake o Emission offers the right product: the electric moped Makka. With its strong frame, the grippy tires and the long range, it not only serves you well in the city but allows you to head out for your outdoor pursuits, too. All aluminum is recycled, and soon the plastic in this product will be replaced by a more sustainable material called Papershell which is also lighter and more durable.*

## ABOUT SCANDINAVIAN OUTDOOR AWARD

Since 2005 the competition for the Scandinavian Outdoor Award, hosted by Scandinavian Outdoor Group (SOG), aims to support product and design innovations as well as to promote new Scandinavian outdoor products. The Award enjoys a high recognition thanks to the most thorough evaluation process of the industry. The international jury team composed of prestigious outdoor journalists, retailers and specialists decides its final judgement on the following criterions: *Design, Innovation, Functionality, Quality and Sustainability.*

Based on the meticulous assessment of each criterion, seven awards were attributed this time. The Overall Winner is the product offering the most complete performance in each specification.

## THE JURY



**Frank Wacker**  
Outdoor Magazin



**Piotr Drozd**  
Góry Magazine



**Joel Svedlund**  
Peak 63 - Outdoor Lab



**Victoria Reim**  
NORR/Suston



**Petra Rapp**  
Bergsteiger Magazin



**Bjarke Rosenbeck**  
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Thanks to our destination partner:

**Zillertal**

## FOR FURTHER INFORMATION AND PHOTOS

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**PHOTOS:** [bit.ly/3aWA5Ym](https://bit.ly/3aWA5Ym)

*About the Scandinavian Outdoor Group:*

*The Scandinavian Outdoor Group was founded in 2001 and currently has 68 member companies representing outdoor brands from the Nordic countries. SOG aims to strengthen the image and profits of member brands on an international level through cooperation and joint projects. The group believes that by working together, 1+1 can equal 3.*



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