



PRESS RELEASE
Åre, Sweden, 23 June 2021

SCANDINAVIAN OUTDOOR AWARD to... SASTA

The winners have now been selected! After dedicated outdoor testing and lively discussions, online of course, 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. Inclusivity and sustainability are key words. And Finland. For the very first time the two main category winners are actually from Finland. The Overall Winner of Scandinavian Outdoor Award is Sasta with the Mella+ Jacket, a technical jacket with focus on inclusion, designed with plus-size women as target group. The second most prestigious award is the Sustainability Award. This prize goes to Halti, for the Reissu W DX 3L Jacket.

Six products in total just received a Scandinavian Outdoor Award for the Spring/Summer 2022 season. Finnish Sasta was named Overall Winner, the finest award of them all. And Halti, Finland, took home the Sustainability Award. Four more prizes were awarded:

Hardware Award: Y LightLine Fastpack from Bergans (Norway)
Kids Award: Ask Mid F GTX from Viking (Norway)

Footwear Award: Stokka Advance GTX from Alfa Sko (Norway)
Technology Award: Ösa from Cake (Sweden)



OVERALL WINNER: Sasta / Mella+ Jacket

Technical outdoor clothing for plus-sized, that's hard to find in the outdoor stores, even though they represent a big target audience. Sasta have now designed the Mella+ Jacket, enabling an over-looked plus-sized user segment to better enjoy the outdoors.

Statement from the Jury: This year's Overall Award goes to the Sasta Women's Mella+ Jacket, a classical Scandinavian style polycotton jacket, specifically designed for plus-sized outdoor women. The jury is excited about the fact that Sasta offers apparel addressing the needs of outdoor lovers that are stronger and larger built, giving them a perfect fit. The tightly woven, wind and water shedding fabric is made of 65 percent recycled polyester and 35 percent organic cotton and has a PFC-free water repellent finish from Nikwax. Sasta's own repair service guarantees that the jacket can continue to be used even if something wears out or breaks after many years of hard use.

– We are excited to continue on this path of developing plus-sized garments and commitment to be more inclusive by providing functional clothing for this previously over-looked plus-sized demographic, something that has been long overdue, says Juha Latvala, CEO of Sasta. We feel that this win is more about inclusivity for the outdoors, rather than specific technical innovations.



SUSTAINABILITY AWARD: Halti / Reissu W DX 3L Jacket

Circular all over! The Reissu Jacket from Finnish Halti is a mono-material 3-layer jacket and is 100% recyclable. The jacket is designed with a circular mindset and the whole product life cycle has been considered when designing it.

Statement from the Jury: The Reissu W DX 3L Jacket is a stylish long-cut women's shell made from a PFC-free waterproof, breathable three-layer polyester laminate with recycled content, which can also easily be recycled in true circular style. All additional materials excluding the metal zipper slider are made in polyester, too. The softness of the material, the great fit of the jacket and the high-level of

weather protection also impressed the jury: »It kept me dry in this year's strongest downpour in Stockholm«, said one jury member. The fashionable look makes the Reissu W DX 3L Jacket an attractive and sustainable alternative to a wide range of women that would never buy a classical hard-shell.

- We wanted to challenge ourselves, says Noora Salonen, product manager at Halti. We wanted to create a DrymaxX 3L mono-material jacket to meet the needs of demanding climate-conscious urban residents and commuters, who want to live more active lives and are searching for a multifunctional, stylish and sustainable jacket suitable for work as well as for leisure. By combining the best features from our outdoor jackets with the product's life cycle, we decided to use only materials made of polyester, so that the materials can be recycled, and they can stay in the loop and not become waste. We hope that the jacket will appeal to a broad consumer base.

HARDWARE AWARD: Bergans / Y LightLine Fastpack



An innovative, ultra-lightweight high-performance pack from Bergans with a flexible storage volume. The Y LightLine Fastpack is part of Bergans new top-level product line designed for rapid mountain hikes and high-output outdoor activities which covers larger distances.

Statement from the jury: The pack combines running vest technology with enough volume for hiking and a low weight (24 l, 360 g). »This makes it the perfect pack for all hikers who want to go light and fast«, explained one jury member. A unique compression system keeps the pack in place when moving at a high pace and the padded 3D-mesh back allows moisture to evaporate. Some more notable features are shoulder straps with removable water bottle and pack bag with roll top that allows to adjust the volume.

FOOTWEAR AWARD: Alfa Sko / Stokka Advance GTX



Ergonomic and simplified patterned engineering and dynamic fit built to facilitate natural motion. The shoes are designed to provide a healthy way of movement through an ergonomic tooling (midsole/outsole). This allows the foot to move in a natural way and cause less impact on the body.

Statement from the jury: »I would buy this shoe«, said one jury member after testing the Stokka Advance GTX from Alfa Sko, the winner in the Footwear category. The sneaker-like low-cut shoe is super comfortable, its snug fit supports the foot and gives good ground control. The sole offers the right balance of stability and good cushioning and the waterproof, breathable Gore-Tex membrane will keep the feet dry. Additional bonus: due to the integrated tongue you can put in on and off easily. The materials are bluesign approved.

KIDS AWARD: Viking Outdoor Footwear / Ask Mid F GTX



This is a highly sustainable and recycled hiking boot for the youngest explorers, investing in their and our planets future by maximizing the use of recycled materials. The Ask Mid F GTX is a high-quality waterproof boot with ergonomic fit and functional grip from Norwegian Viking.

Statement from the jury: Are you looking for a well-designed, durable and sustainable hiking boot for kids that costs less than 100 Euro? Here it is, the Viking Ask Mid F GTX, our Kids Award winner this year. 85 percent of the materials have some recycled content and the longevity of the shoe will allow you to pass it on for further use. The jury also likes the grippy sole and the attention to detail. The velcro closure is a lot easier to handle than lacing and a waterproof, breathable liner keeps the water out.

TECHNOLOGY AWARD: Cake o Emission / Ösa



Want to go off grid in a comfortable way? Here is Ösa, an electric and very versatile commuter with off-road capabilities and integrated power station on wheels. The bike has a clamp system which makes it very versatile for bringing all types of outdoor gear on the bike.

Statement from the jury: The Cake Ösa is not a typical outdoor product, but the electric motorbike will allow outdoor enthusiasts to transport themselves and their gear with low carbon footprint and live more sustainable both in the outdoors and in everyday life. In its product category, Cake Ösa really stands out, offering an efficient, silent electric drive and conscious

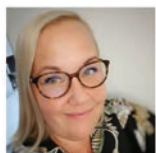
material choices for circularity, marking suggestions for recycling on each part of the bike. In addition, the lightweight construction of the Cake bikes leads to lower energy consumption than regular motorbikes. The jury praised the outstanding design of the Ösa.

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 criteria: *Design, Innovation, Functionality, Quality and Sustainability.*

Based on the meticulous assessment of each criteria, six awards were attributed this time. The Overall Winner is the product offering the most complete performance in each specification. This is the first time Sasta receives the Overall Winner award and in fact the first time a Finnish product is at the top of the podium! First in this prestigious list of Overall Winners are Fjällräven with five awards, followed by Bergans, Norrøna, Ecco, Devold and Aclima with two awards each.

THE JURY



Thea Ekholm
YouSport



Nicolas Jändel
Sportfack



Sabina Widing
Campz & Addnature



Carsten Jost
Fastpacking Blog



Frank Wacker
Outdoor Magazin



Gijs Loning
Outdoorguru.com



Piotr Drozd
Góry Magazine



Joel Svedlund
Peak 63 - Outdoor Lab

FOR FURTHER INFORMATION AND PHOTOS

CONTACT: Sara Wänseth, General Secretary of Scandinavian Outdoor Group: sara@scandinavianoutdoorgroup.com, +46705628010

WWW: www.scandinavianoutdooraward.com (here you can also see the broadcast of the Award Ceremony)

FACEBOOK: Scandinavian Outdoor Award

PHOTOS: <https://scandinavianoutdoorgroup.pixieset.com/scandinavianoutdooraward-springsummer2022/>

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.



SCANDINAVIAN OUTDOOR GROUP Ekonomisk Förening

Management Office: SOG, Sankt Olavs Väg 37, 837 95 Åre, Sweden. Registered number: 769609-6143
info@scandinavianoutdoorgroup.com www.scandinavianoutdoorgroup.com