



# SCANDINAVIAN

Outdoor Group



functional thinking

Press Release, 6 of February 2015

*And the winner is...*

## SCANDINAVIAN OUTDOOR AWARD winners for products Fall/Winter 2015/16 are now decided

The international jury of eight outdoor journalists from five different countries just finished their two-day jury meeting in Paganella, Dolomites in Italy. They were testing, discussing and naming the Award Winners of this season's competition of products from Scandinavian Outdoor brands. The announcement of the winners with price ceremony was just held in the Scandinavian Village during ISPO. A Sweden-made product is the Overall Winner...

Since 2006, the competition for the Scandinavian Outdoor Award (SOA), hosted by Scandinavian Outdoor Group (SOG), aims to support product and design innovations as well as to promote new Scandinavian outdoor products. Today, the Award enjoys a high recognition thanks to the most thorough evaluation process of the industry: nominees and winners trust the competences and vast experience of every jury member.

A total of 20 products, from brands of the Scandinavian Outdoor Group, have been nominated to compete for the Scandinavian Outdoor Award. The international jury team composed of prestigious outdoor and industry journalists based its final judgement on the following criteria: Design, Innovation, Functionality, Quality and Sustainability.

Based on the meticulous assessment of each criteria, three Awards were attributed this winter: Overall Winner, Sustainability Award and Apparel Award. The Overall Winner is the product offering the most complete performance in each specification. One product also received the Jury's Honorable Mention for innovative design/outstanding functionality.



**OVERALL WINNER:** *Sätila of Sweden/Sätila Vision - X3*



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## SOA Winners Fall/Winter 2015/16:

Motivation and official statement of the Jury by Frank Wacker, Outdoor Magazin as well as President of the Scandinavian Outdoor Award Jury.

### OVERALL WINNER: Sätila of Sweden/Sätila Vision - X3

*Whether it is running, cross-country skiing or just being outside, visibility is a big issue in the colder season. Sätila has taken a big step forward by creating a reflective yarn that is used for the X-3 Beanie. Knitted from a merino coolmax blend, the well fitting X-3 also offers just the right amount of warmth during outdoor activities. »A beanie that makes life a bit saver - what a benefit«, says the jury. Made in Sweden!*

### APPAREL AWARD: Alfa Sko AS - Lyng A/P/S

*This lightweight hiking boot impressed the jury not only with its out of the box comfortable fit. With the new Gore-Tex surround technology the waterproof Lyng A/P/S offers great breathability even under the foot. The new Alfa Air upper fabric is stated to be more durable than classic textiles - and half the weight of leather. It does not absorb moisture and does not need much care. »Overall a great winner«, says the jury.*

### SUSTAINABILITY AWARD: Houdini Sportswear AB - Corner Jacket

*Thanks to the use of recycled fabrics, a polyester membrane and the PFOA-free DWR, it will be hard to find a more sustainable 3-layer hardshell on the market. »At the end of its lifecycle the Corner Jacket can be recycled - an important aspect for a sustainable product«, says the jury. The work wear-style look perfectly matches the intended use in the urban setting or skiing in the backcountry.*

### JURY'S HONORABLE MENTION: Isbjörn of Sweden - Monsune Hard Shell Jacket

*»Taking the best features, long lasting, bluesign-approved materials and a PFOA-free DWR, Isbjörn of Sweden created the perfect kids jacket«, says the jury. Due to the removable snowskirt, the 2-layer hardshell can be used through all four seasons and in every weather. The extendable hem and cuffs allow the Monsune Hard Shell Jacket to grow with the kids.*

### For further information and photos:

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www: [scandinavianoutdoorgroup.com/pressroom/scandinavian-outdoor-news](http://scandinavianoutdoorgroup.com/pressroom/scandinavian-outdoor-news)

Facebook: [ScandinavianOutdoorAward](https://www.facebook.com/ScandinavianOutdoorAward)



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## About the Jury

The jury members represent their publishing houses or company. They are bringing collective more than 100 years of Outdoor product experience and current market knowledge to the meetings. The team of journalists has its own dynamic and develops methods and rules together with SOG, who provides the platform and organization.



The SOA Jury Fall/Winter 2015/16:

- **Frank Wacker** - Germany - Outdoor Magazin (Jury President FW 2015/16)
- **Cajsa Rännar** - Sweden - Friluftsliv
- **Anny Cardinahl** - Germany - Globetrotter
- **Gijs Loning** - Netherlands - Oppad
- **Jussi Ovaskainen** - Finland - Freelance skimagazines
- **Sassa Wöhrmann-Hill**, Sweden - Mandel / Scandinavian Outdoor News
- **Paolo Grisa** - Italy - Outdoor Magazine
- **Karen Hensel** - Germany - Norr Magazine
- **Sara Wänseth** - Sweden - SOG (not part of final jury decisions)
- **Matthias Abmann** - Sweden - SOG / outdoor.markt (not part of final jury decisions)

The Scandinavian Outdoor Group and SOA Jury would like to thank Paganella and all team at Andalo Ski Resort and Piccolo Hotel for their tremendous support and sympathy with hosting the Jury Meeting this season. [www.paganella.com](http://www.paganella.com).

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...VEST NIM  
...RIZA SCHAFER

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