



Haglöfs

Today
we donate
all sales to
Naturskydds-
föreningen.

1 FOR 2
OFFERS

**GREEN
FRIDAY**
NOV 29th - 2019

GET
**ONE
FOR
TWO**

**2X
PRICE**
on all
products

Haglöfs Green Friday

Nov 25, 2019 11:00 CET

GREEN FRIDAY: HAGLÖFS TURNS BLACK FRIDAY UPSIDE DOWN BY DOUBLING ITS PRICES

The Swedish outdoor brand Haglöfs has, since 2016, chosen to take a stand against the phenomenon of Black Friday where retailers hand out outrageous discounts on all kinds of consumer goods.

Instead of taking part in the worldwide discount day Haglöfs will double the price on all clothing and gear in their brand stores*. Any revenue from Haglöfs brand stores on this day will be donated to Naturskyddsföreningen**

(the Swedish Society for Nature Conservation).

The brand will further close their global web-shop during November 29th. Haglöfs calls the day Green Friday.

“As an outdoor brand we are deeply concerned about nature, and we are aware buying things that you don’t need just because it is offered at a bargain price doesn’t do it any good. By choosing to act against Black Friday, we want to encourage our consumers to think twice before buying a new product” said Carsten Unbehaun, CEO for Haglöfs.

Elaine Gardiner, Haglöfs Head of Sustainability explains further:

“By increasing our prices, we want to draw attention to the problem of large-scale discounting to drive sales on days such as Black Friday. We ask consumers to think about who is really paying for a bargain when products start to cost less than the cost of production.”

This will be the 4th consecutive year that Haglöfs celebrates Green Friday instead of Black Friday.

*Haglöfs own brand stores are located in Stockholm, Gothenburg, Åre, Helsinki and Oslo.

** Read more about Naturskyddsforeningen on www.naturskyddsforeningen.se

For more information, please contact:

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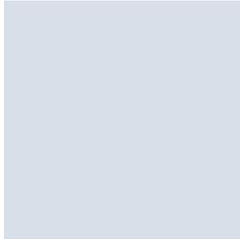
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More than a century ago, Wiktor Haglöf designed a backpack for local workers in the small Swedish town of Torsång. The creation of this durable, practical backpack would mark the beginning of what has now become one of the world’s largest manufacturers of outdoor clothing, footwear and hardware. The Haglöfs brand is currently marketed to the Nordic region,

Europe and Asia, and has been owned by ASICS Corporation since 2010. For more info, please visit www.haglofs.com

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