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LAVA™ – A SUSTAINABLE SOLUTION TO FIGHT BAD ODORS

Everyone sweats, and bodies and clothing inevitably start to smell from the effort of leading an active lifestyle. The reason for this is that bacteria, which live naturally on our skin, metabolize our sweat and it is this process that creates a bad odor. For a long time, anti-bacterial - or, in other words, bacteria-killing - technologies were the only solution used to counteract bad odors and increase how often a garment could be worn between washes. The problem is that many anti-bacterial solutions are often harmful to both people and the environment.

Haglöfs uses Sciessent Lava™

Haglöfs has opted to take a different route and a number of years ago completely eliminated the use of all bacteria-killing technologies in its products. The solution that Haglöfs has chosen instead is called Lava™ and is a non-toxic, bluesign®-approved technology that has no anti-bacterial functions. The technology takes advantage of the physical features that occur naturally in zeolite, a negatively charged mineral with microscopic holes that attract and captures liquids and gases.

Sciessent Lava™ attracts and adsorbs body odor compounds that are produced when you are active. As these odors try to pass through your garment, Lava™ goes to work to capture them, keeping the garment smelling fresh. When the garment is washed, the odor compounds are released and the technology regenerates the capacity to capture more odor compounds on the next wear.

Zeolites are naturally occurring minerals that have been formed when volcanic stones and ash react with alkaline ground water. Lava™ contains synthetic zeolites to achieve a high level of purity. Zeolites are neither harmful nor irritants to people or the environment. They are also used in filters in water and air purification systems.

Text and associated images can be downloaded at www.haglofs.com/press

For more information, please contact:

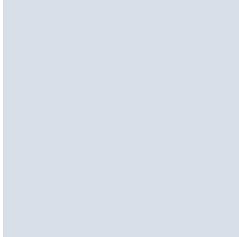
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Haglöfs develops clothing, footwear and hardware for people who invest in an active outdoor lifestyle. From small-scale backpack manufacturing in 1914, Haglöfs has developed into one of the world's leading suppliers of technical and sustainable outdoor products by means of modern product development and strategic distribution. The Haglöfs brand is primarily

marketed to 25 European and Asian markets and the company employs more than 200 people. Sales for 2015 amounted to SEK 776 million. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.com

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