

Export Award to Woolpower

- given by her Royal Highness Crown Princess Victoria of Sweden

Woolpower AB in Östersund is celebrating its best year ever, and the company has now been awarded the "Export Hermes" award. The award was given by Her Royal Highness Crown princess Victoria during the World Trade day in Stockholm.



Adam Brånby and Sara Wänseth receive the Export Award from Her Royal Highness Crown Princess Victoria of Sweden.

For nearly 40 years, Woolpower has been producing warm undergarments and socks, made from the material Ullfrotté Original, in Östersund, Sweden. The company's very first customer was outside of Sweden: an order from Finland for 24000. Today more than 75% of the production is exported to 27 countries in Europe, North America and Asia.

Now Woolpower has been awarded Export Hermes for a successful export business.

- Given the financial crisis, and that we are both a textile manufacturing concern and have our base in Northern Sweden, it is really unbelievable that we are seeing our best year ever this year, and

Woolpower AB manufactures warm layering garments in Ullfrotté Original material, a fine, Merino wool terry knit fabric.

Made in Östersund, Sweden since 1972, the garments are sold worldwide under the Woolpower brand name.



that we are both currently hiring and also are seeing a very bright future, says Adam Brånby, president of Woolpower AB. Manufacturing in Sweden, with both knitting and sewing, is a good sales and marketing tool abroad. And we have a fantastic staff in Östersund!

Woolpower has prioritized their marketing and brand name and are striving to create a consistent feel no matter what market or segment. Woolpower was also awarded the Best Marketing Company of Sweden in 2008.

- I am proud and filled with inspiration, says Sara Wänseth, export and market manager of Woolpower AB. We have a consistent and long-term strategy for our export markets and we focus our support on exposure and marketing. We also strive to have good communication to and open feedback channels with our markets and distributors.

Motivation:

Woolpower has, through award winning advertising and a new brand name, revamped and, through strength and Northern Cool, has achieved great export success.

Export Hermes:

The award to Woolpower is the fiftieth award since the [award's] inception. Since 1981 Export Hermes has been awarded to Swedish companies that have achieved an exceptionally successful export increase with a wide international reach and with a sound financial base. A jury consisting of representatives for the Foundation for Export Development and the Swedish Handelskamarförbundet choose the winner from among nominated companies.

Hermes, in Greek mythology, is the patron saint of commerce and merchants. He was also the God's messenger and his quickness was symbolised by wings on his heels and helmet.

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