



Woolpower
ÖSTERSUND

PRESS RELEASE

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The Icehotel and Woolpower are intent on the cold

The Icehotel in Jukkasjärvi and Woolpower in Östersund, Sweden, are both all about cold weather. But while the Icehotel has a soft spot for cold, hard ice, Woolpower just wants to keep cold people warm. So the two Swedish icons have joined in an exciting collaboration.

These two northern Swedish companies have found common ground: Woolpower will keep the Icehotel's guides and ice-constructors warm with insulating undergarments and socks, made in Sweden. Woolpower sees a strength and believability in associating their brand with the Icehotel and will be inviting customers to the Icehotel both for events and to continue building the Woolpower brand.

"Our goal is to deliver the highest quality in both the product and the service areas," says Roger Jacobsson, Business Manager at Icehotel Adventure. "Our guides and ice-constructors are the key people in the company, so the obvious course is for us to supply them with the garments most suitable for the environment that they work in on a daily basis. In Woolpower we have found a partner that we can trust and who has the same high standards of product and service quality that we do."

"We are both Swedish originals, we are both linked to cold weather, and we both focus on quality. It seems like an ideal choice to be close partners," says Sara Wänseth, Marketing Manager at Woolpower.

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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.

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