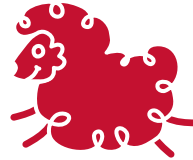


New for KIDS



Woolpower is one of the few Swedish companies to produce technical clothing for children. Introducing now the new Woolpower KIDS collection of warm and colorful children's garments. The entire KIDS collection is made from Ullfrotté Original, a proprietary terry loop-knit, fine merino wool material. And everything is manufactured in the factory in Östersund, Sweden.

In the new children's collection for ages 3-10 years (98-140 cl):

- Crewneck 200 (worn closest to the body)
- Long Johns 200
- Vest 400 (extra layer where it is needed the most)
- Mock Turtleneck 200
- Balaclava 200 (extra warmth for neck, head and face)
- Socks 200, 400 and 600 (socks in various thickness, sizes 19-21)



"There is a great need high-quality, technical clothing for children," says Sara Wänseth, Marketing Director at Woolpower. "And for children who often run around and play actively one minute, and sit still and play quietly the next, there is nothing better than wool base layers."



For more information:

Sara Wänseth, PR and Marketing Director

Woolpower AB, +46 70 562 80 10

Sofia Åberg, Product Manager Woolpower AB,

+46 73 722 78 43

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.