

WINTER NEWS:

Two new products, and a signature of quality

The news for winter from Woolpower is the introduction of a long sleeved undershirt and a combined neck gaiter/headband. Both are made in Östersund in Ullfrotté Original material. And the seamstress who sews these garments from beginning to end has sewn in her signature as a guarantee.

Woolpower has begun a long term product development with an early bird start on the two new products now being presented for this winter.

1. Long sleeved round neck shirt, 200 g/m2
Colors: black, blue, off white, green and red
Sizes: XS to XXXL
2. Neck Gaiter/Headband
Colors: black, blue, red
Size: One Size
Recommended Retail Price: approx SEK 180 (SEK 140 without embroidery)



The shirt bears a label where the seamstress has approved the garment with her signature.

A single seamstress is responsible for all sewing steps in a garment, and she ensures the product's quality by sewing in a label bearing her name," says Adam Brånby, President of Ullfrotté AB. "Quality is one of our most important principles."

For more information:

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Ullfrotté AB manufactures warm undergarments and base layers in the terry knit, fine Merino wool material Ullfrotté Original. Garments have been made in Östersund since 1972, and are sold worldwide under the brand Woolpower. The company has 33 employees, and a revenue of approximately SEK 36 million.