

Woolpower goes COLOR

Swedish Woolpower (Ullfrotté) has, for all of 40 years been a reliable supplier of army green, navy blue and black long johns, socks, mid-layers and other insulating garments. We are now adding colors to the palette.

Ever since the start 40 years ago, Woolpower has warmed the military, the police force, outdoor enthusiasts and other people who dislike freezing. The garments' functionality have always had first priority whereas trends and fashion colors have been ignored. It is still 100 per cent focus on functionality while adding to the color scheme.

- Woolpower of today is not only in high demand among the professionals and other who don't like to freeze, says Sara Wänseth, marketing director at Woolpower. We have now seen a surging interest also from more trend-conscious consumer groups and are doing this to satisfy the demand.

For the first time in company history, a selected assortment from the Woolpower collection will be manufactured in several colour combinations. A "Woolpower Color Collection" will be launched on the market in the fall of 2009 and only available in a limited edition. For every season a new collection will be launched. The garments in new colors with contrasting seams, trimmings and zippers are Crewneck 200, Zip Turtleneck 200, Vest 400 and Full Zip Jacket 400.

Woolpower produces warm socks, under-garments, mid-layers and accessories in the material Ullfrotté Original. All manufacturing takes place in the factory in Östersund.

For more information:

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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.