



Icebug + Woolpower = Warm feet

Two Swedish outdoor companies join forces.

Icebug from Göteborg and Ullfrotté AB from Östersund both develop products that keep people warm. Now the two have teamed up on a footwear collection. Made by Icebug, the new models boast a Woolpower branded liner made from Ullfrotté Original material.

Fall 2007 Icebug introduced two styles with the Woolpower liner. The winter sneaker Osorno comes in both men's and women's sizes and the other, the women dedicated Turoa, has an integrated knitted leg warmer.

"Perfect products for "urban outdoor" in winter climate", says David Ekelund, marketing director at Icebug. "The lining gives a really comfortable micro climate in the shoes, and both Osorno and Turoa also have rubber soles with a well gripping compound and pattern, where the traction can be up-graded further when it's icy with the six carbide tip studs of the BUGweb."

"Since we are focusing on keeping warm in the cold, but specializing specifically in undergarments and socks, it's inspiring to discover new applications of our basic product together with other Swedish companies", says Sara Wänseth, marketing director, Ullfrotté AB. "Icebug has some valid concepts for winter footwear, where we can add further to the value with a truly functional liner, manufactured in Sweden."

Ullfrotté AB is also manufacturing lining for gloves from Hestra, another Swedish outdoor company.

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High-res pictures are available at www.icebug.se

Ullfrotté 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.