



Swedish wool garments producer introduces a new brand name

Since 1972, Ullfrotté AB has produced high performance layering garments and socks in the Östersund factory using terry-loop knit Merino wool material, Ullfrotté Original. Today, the uniquely functional material remains the same, and all manufacturing is still done in Östersund, Sweden, but the company is launching a new brand name: Woolpower.

In the early 1970s, Ullfrotté AB, working with the Swedish Military, survival experts, doctors and scientists, developed a warm, highly effective material with which to make base layers and socks. Both the material and the brand were named Ullfrotté Original. The Ullfrotté Original material, with its knit wool terry construction, has exceptional thermal attributes, and has spawned a number of imitators, both in Sweden and abroad.

Now the company is taking a substantial forward-looking stride both by focusing on expanding its export sales and by changing its brand name to Woolpower. Today, Woolpower performance clothing made from Ullfrotté Original is sold to industrial, sporting and outdoor markets. Export to countries around the world account for roughly 70 per cent of Ullfrotté AB's sales.

"The new 'Woolpower' brand works perfectly, especially for the international market," says Ullfrotté AB's Marketing Director, Sara Wänseth. "It immediately conveys that our products are wool while simultaneously providing a sense of their remarkable insulating properties. It carries the Ullfrotté tradition into a name that is modern, technical, and very strong."

And the Woolpower brand name is only the first step, explains Adam Brånby, President and CEO of Ullfrotté AB. "We will certainly continue to develop our current products," says Brånby, "but we also plan to create new collections using Merino wool. We are very excited by the potential of the Woolpower brand."

The company Ullfrotté AB produces thermal undergarments and mid-layer garments in terry-loop knit Merino wool, using the material Ullfrotté Original.

The garments are manufactured in Östersund, Sweden, since 1972 and sold worldwide under the brand name Woolpower.