

LONG LIVE THE PRODUCT

“SYBIL” THE SEWMOBILE TO VISIT THE BERGANS EXHIBIT

Bergans mends on-site and presents its Re-Design collection

The Norwegian outdoor supplier Bergans is continuing to move in the direction of the circular economy: To put the unused resources of old fabric scraps once more to use, the company is introducing its own Redesign collection, produced in the company's own sewing shop in Hokksund, Norway. The unique products are available in Bergans' flagship store in the heart of Oslo, where they are growing in popularity.

The Redesign collection consists of very distinct products – from extra-light tote bags to practical bags for the usual travel odds and ends or toiletries, from stylish cellphone or tablet cases made of wool felt to cozy white muffs produced from former wool sweaters. All these products are made from materials that have already fulfilled a different purpose; products sent in by consumers as part of the return program, no longer repairable products that do not meet standards, or materials left over from earlier collections. The products thus all have their own history and are rendered reusable thanks to the program. Unfortunately, because effective recycling of textile scraps has so far become established on only a very small scale, most materials have been rescued from waste incineration.

Bergans once again presents its Redesign collection at the Fair, where Anne Granerud, director of the Bergans sewing facility, will herself be producing individual Redesign products to be offered for donation or repairing products for a small donation. The revenue from the sales is again being donated directly to the Two Million Tree Program of the European Outdoor Conservation Association (eoca).

At this year's ISPO, for the first time, Anne is bringing “Sybil”, her electric sewmobile: a sewing workshop on wheels that has traveled with her over several thousand kilometers to festivals and events, where she mends products including jackets, pants and backpacks. “A malfunctioning zipper, a broken clasp, a torn seam. This is why I will be there with my team, and I am happy to restore these products to proper working condition,” says Anne Granerud. Last year, Anne went on a three-week summer tour with students from Norway's Esmod Fashion School, making repairs at 16 locations throughout the south and east of Norway. “Arriving at the tour locations, we sometimes found people already lined up for us,” Anne reports. Anne and “Sybil” have already toured Germany, where their stops included an invitation this spring to Hamburg's Globetrotter branch.

“The Redesign collection is just a part of our comprehensive ‘Long Live the Product’ program, through which we want to direct greater attention to the useful life of

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outdoor products,” says Christoph Centmayer, Sustainability Manager at Bergans of Norway. “We support our customers with numerous tried-and-true as well as new service features that extend the lifetime of our products. In our opinion, these are the most effective ways to reduce our environmental impact.”

These include the renting of tents, backpacks or ski apparel, the sale of previously used items, a nationwide program (“Pantepose”) set up for the return of outdoor clothing no longer in use, and of course mending in the company’s own sewing facility. In the medium term, Bergans wants to provide this service, which has already been established in Norway, in other markets as well. In particular focus here is of course the German market, for which Bergans has already been providing repairs through its own service department in the German company headquarters in Norderstedt near Hamburg and in association with external service partners. The service has recently been extended to the cleaning and the waterproofing of jackets currently in use.



This year, together with Esmod Fashion School, Bergans once again staged an event on the day after the famous “Black Friday” where designs made by the students from used materials were presented at an Oslo fashion show. Some of these unique items will again be on display at ISPO at the Bergans exhibit. With this concept and the student designs, Bergans seeks to call more attention to the possibilities inherent in redesign and to promote the reuse of products that would otherwise no longer be usable.

LENGE LEVE PRODUKTET – LONG LIVE THE PRODUCT

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