

ISBJÖRN 

MULTISPORTERS BY NATURE



**Workbook
Spring/Summer 2017**

Welcome to ISBJÖRN of Sweden®



Content:

Our Story	2-3
Our Vision, Mission and Philosophy	4-7
Our Environmental Profile	8-9
Why ISBJÖRN?	10-11
Opinions about ISBJÖRN	12-13
JUNIOR collection	14-25
KIDS collection	26-39
BABY collection	40-45
Materials & Sustainability "The 4R Model"	46-47
Distribution	48

A close-up photograph of a hand holding a bright yellow chanterelle mushroom. The hand is positioned on the left side of the frame, with the fingers gently cradling the mushroom. The background is a soft, out-of-focus green, suggesting an outdoor setting. The lighting is natural, highlighting the texture of the mushroom's gills and the skin of the hand.

Our Story

Nordic KidsWear AB was founded 2005 by Maria Frykman Forsberg and Camilla Schmidt. The business idea was born when we had our first babies, not finding proper outdoor gear for our little ones in order to keep our outdoor lifestyle. Last year we celebrated our 10th anniversary as a brand. That felt awesome!

Children wear is often connected and decorated with cuddly bears. These garments were made to endure a tougher climate and a harder use. Therefore it came as a rather natural choice to pick the toughest bear on the planet as a symbol for the brand – the polar bear.

The ISBJÖRN collection covers the age from 0-14 years, offering all necessary layers you might need for your child being active outdoors, at day care center or in the spare time with the family. The collection was launched in the most exclusive outdoor shops in Sweden and today the brand is distributed by over 250 exclusive retailers all over the world.

The success factor for ISBJÖRN is to bring true product sustainability into the children wear market, by offering products in the same high quality as for premium adult outdoor wear and also by taking an environmental friendly approach when choosing the materials.

It is quite simple actually - "What is best for your child is also best for the environment".

"See you outdoors..."

Maria & Camilla

Our Vision

We aim to equip the adventurer of tomorrow.

Our Daily Mission

We aim to make the best possible outdoor wear ever
for the ones who needs it the most - our kids.

And to do so with the environment in mind.

All the way!





Our Philosophy

ISBJÖRN is a lifestyle!

ISBJÖRN is not a fashion trend or a studio brand. ISBJÖRN is a lifestyle brand and what we do, we do for real! We want to inspire and encourage young families of today to enjoy and explore the outdoors with their kids. With our ISBJÖRN gear, we aim to secure that the experience will be a positive one and maybe a starting point of a longlasting relationship. We hope that the love and respect for the outdoors will stay with the kids when entering into their adult life. In that way we truly build the adventurers of tomorrow. It is as simple as that!

Sustainability is key!

We all know that production of garments affects the environment. For every garment we can produce in recycled materials, we are very happy and proud. We continuously strive to make our garments in materials thoroughly tested and approved for not being hazardous to the environment. Our garments endure tough times when used, but can still be handed over to a smaller sister, brother or a friend. Not only once, but twice and even three times. In that way we can together limit the use of natural resources. That is being environmentally friendly according to us!

Let children enjoy being outdoors!

We offer garments for children to enable them to be just children and to give them the possibility to play freely without having the garments constraining them. We say that children are Multisporters by Nature and so they are, but this love for being outdoors can also be easily destroyed by poor equipment. Our aim is that the children should be highly comfortable in wearing our garments, dry and perfectly insulated, independent of weather conditions and activity. We all know, there are no shortcuts to that!



Our Environmental Profile



4R - Reduce, Reuse, Repair and Recycle

Reduce the use of our natural resources by buying less. When buying higher quality, your garment will last longer and you can **Reuse** your garment to a sibling, cousin or friend. If necessary, we will always offer to **Repair** your ISBJÖRN garment. This way we also save our natural resources. Finally, when the lifecycle of your ISBJÖRN garment has ended, we strive to make your garment possible to be **Recycled**.

bluesign® System Partner



In January 2013 we became bluesign® system partner. As a bluesign® system partner we receive knowledge and help with our work to become even more environmentally friendly. It is an on-going progress to produce new materials which are better for the environment without losing function and quality. Today over 85% of our material are bluesign® certified with the goal to become even better.

The five (5) principles of the bluesign® system

What is the meaning of a sustainable textile business? It means to conserve valuable resources, to minimize environmental impact and to drive innovations. Industrial partners will in particular have to examine all their components and processes on the basis of clear principles. In this spirit the textile industry will be able to guarantee sustainability to both consumers and environment.

1. RESOURCE PRODUCTIVITY – sustainable use of energy and raw materials
2. CONSUMER SAFETY – responsibility to people and environment
3. WATER EMISSION – improved protection of the natural circulation
4. AIR EMISSION – less air pollution for a better climate
5. OCCUPATIONAL HEALTH & SAFETY – improve working conditions

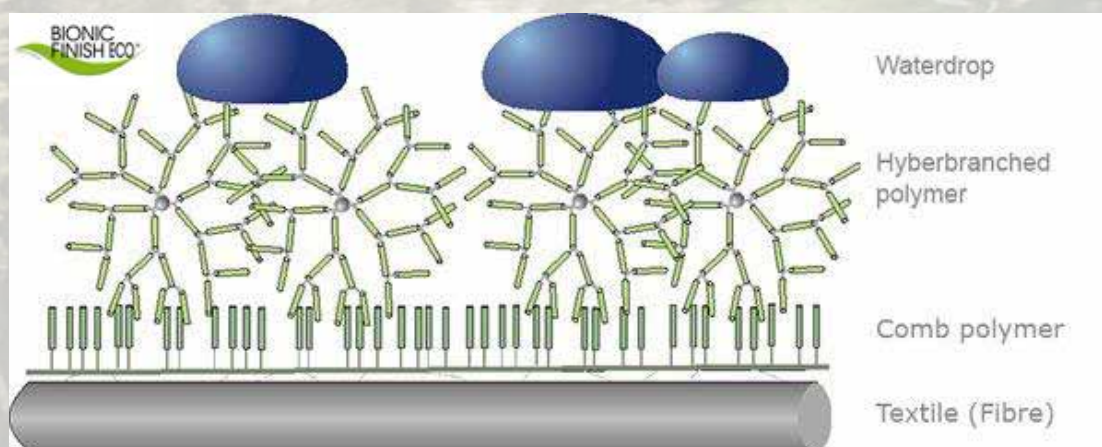
Flourcarbon Free DWR

Why do the feathers of birds not become wet? Why does this type of water repellency in nature work without perfluorinated compounds?

Effective implementation of natural functions

The RUDOLF GROUP has answered these questions by means of the scientific branch Bionic. Bionic does not mean to just imitate nature, but to realise its functional principles and to transfer them to technical solutions. Thus, novel, sustainable and ecologically advantageous technologies for imparting hydrophobic properties have been developed.

Hydrophobic finishing with BIONIC-FINISH® ECO is based on a fluorine-free recipe. Hyperbranched, hydrophobic polymers with ramified structures like in tree tops orientate in an orderly manner on the textile and crystallise on specifically adusted comb polymers. The optimum arrangement of many of these functional elements is highly effective. Additional boosters (crosslinking agents) ensure the optimum attachment and durability on many fibre substrates.



Read more about our environmental profile on www.isbjornofsweden.com

Why ISBJÖRN?

Buy smart with a longterm perspective

We truly offer sustainability in the perspective that one garment can be inherited and used again and again. That way the initial cost is not so high by the end of the day.

The safety of your child

Safety of your child is important to all parents. We all want the best for our children. By buying garments without hazardous chemicals and with recycled materials, you do not only make a good choice for the planet, but also for the health of your child.

The comfort for your child

Comfort being outdoors is key. Cheaper versions of garments offer no ventilation, which is a key factor for comfortable outdoor garments. Waterproofness is the easy part. By using ISBJÖRN, you as a parent can always be secure about your child being dry and perfectly balanced in temperature. This also gives your child a positive feeling about being active and being outdoors.

Together we are encouraging the adventurers of tomorrow.




Nice thought isn't it?


Camilla Schmidt & Maria Frykman Forsberg, Founders of ISBJÖRN




Opinions about ISBJÖRN

“Me and my kids are extremely happy with the performance of ISBJÖRN. We have done our best to try to wear them out, but not succeeded in doing so. It is just not possible!” **Ola Skinnarmo, Professional Adventurer, and his two sons, Otto and Max.** 


“ISBJÖRN for me is all about high-quality clothing for offspring. Making reduced nordic design, using best fabrics in classic bright colors loved by kids. Caring about future generations wearing the products in terms of sustainable production and durability of products”. **Jenny Keller, buyer at Transa.** 

For me ISBJÖRN is the opposite of buy and throw away.
Me Like.” **Linda Hammarberg, Swedish Test Family and mother to Lovis and Otto** 


“The test of the day: -20 degrees celsius and the ISBJÖRN gear is performing terrific. One of the jumpsuits is even used now for the third season.”

Eva Ramstedt, Shop owner in Finland. www.Polkuped.fi 


“I have worked as a preschool teacher for 15 years and finally I have found the perfect outfits for my children - 4 and 9 years old. On the outdoor preschool that I manage, more and more children are dressed in ISBJÖRN clothes, which makes life so much nicer and easier for all of us.”

Jannecke Myrstad, Manager of preschool at Kragero, Norway 

“Great colors, environmental friendly material, modern design - we love ISBJÖRN of Sweden! Our daughters wear the Climber jacket the whole year round; when going to school, for canoeing and for skiing. It is useful for both summer and winter.

Perfect!” **Conny, Teacher and loyal customer from start, Witten Germany** 

Multisporters By Nature

ISBJÖRN 

Isbjörn of Sweden ECO Logic System



Waterproof membrane
15,000 mm water column.
Keeps the child dry in all weathers.



Breathability
15,000 g/m²/24h in a 2 layer system.
Moisture is released and the child
maintains dry and thermally balanced.



Environmentally friendly
Sustainable long lasting garment.
100% fluorocarbon free water repellency.
100% recycled fibres in padding.

Owner 1:

Adam Larsson

Owner 2:

LISEN STRÖM

Owner 3:

Eric Poulsen



WWW.ISBJORNOSWEDEN.COM





JUNIOR

Our Junior collection is specially made for the needs and activities of our young teenagers. Function and fashion meets. We have chosen a variety of outdoor gear suitable for different activities and possible adventures, at the same time working equally well as every day casual wear.

“We strongly recognize the increased environmental awareness among our customers and how this influences their buying behaviour. Young parents of today are very well informed and quite concerned about how different chemicals in our environment affects our health and especially the health of their children.”

Camilla Schmidt, COO and Founder of ISBJÖRN





SUN PROTECTION COLLECTION Sun Sweater Jr #912

SUN SWEATER JR #912

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 134/140, 146/152, 158/164cl
Colours: Lagune, CandyBar



A 3/4 sleeve sunprotection sweater made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. Goes perfectly with style #914 Sun Swim Shorts and for girls also with the #916 Sun Skirt. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork at one of the sleeves.

JUNIOR SUN PROTECTION COLLECTION cont.

Sun Swim Shorts Jr #914



SUN SWIM SHORTS JR #914

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 134/140, 146/152, 158/164cl
Colours: Sunshine, Lagune



A pair of cool swim shorts, equally perfect for boys and girls, made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork on one of the back.

Sun Top Jr #917



SUN TOP JR #917

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 134/140, 146/152, 158/164cl
Colours: CandyBar, Lagune



A great sun top with a comfortable fit, goes perfectly with the Sun Swim shorts #914 or the Sun Skirt #916. The front part of the top has a double layer of fabric for stability and non transparency. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork in one of the strings at the back.

Sun Skirt Jr #916



SUN SKIRT JR #916

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 134/140, 146/152, 158/164cl
Colours: CandyBar, Lagune



A gorgeous skirt, with an inner pant, goes perfectly with the Sun Top #917. The front is overlapped, to offer a comfortable fit when being active. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork both at the front and back.

JUNIOR

MIDDLE LAYER COLLECTION

LYNX Microfleece Jkt Jr #312



LYNX MICROFLEECE JACKET JR #312

Material: bluesign®, 170gr/m2, 100% PES

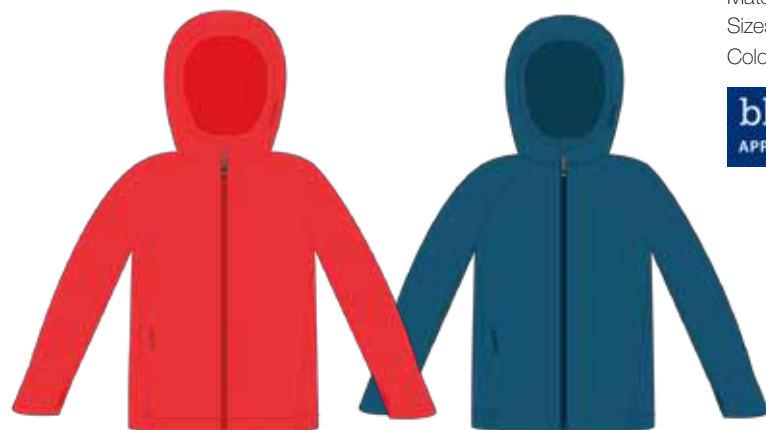
Sizes: 134/140, 146/152, 158/164cl

Color: Hawaiian Ocean, Frost Pink



This is the absolute favourite fleece! Thin, pliable and wonderfully soft, made in bluesign® polyester fiber. The garment can be used all year round, as an outer layer during late spring and summer, and as insulation during the colder seasons. The zipper has a protection piece in fleece to prevent from chafes. Zipper and embroidery comes in a lighter matching colour.

STRETCH Hood Jr #335



STRETCH HOOD JR #335

Material: bluesign®, 38% TACTEL, 47% Nylon, 15% Spandex, 310gr/m2,

Sizes: 134/140, 146/152, 158/164cl

Colors: SunPoppy, Sargasso



A comfortable and stretchy fleece hooded in a durable stretch fleece, with a brushed inside, giving a comfortable and high warmth-to-weight ratio. The material has a water repellent surface that keeps the same finish despite frequent usage and washing. The jacket suits perfect as heavier insulation during the colder season as well as an outer jacket in late spring and early autumn. The jacket is designed with a raglan sleeve cut and a thumb grip, for a perfect fit. The front zipper has a protection piece to avoid chafes. A nice detail is the small chest pocket and darker tonal matching zippers and edge ribbons.

RIB Sweater Hood Jr #229



RIB SWEATER HOOD JR #229

Material: bluesign® 100% PES, 345g/m2

Sizes: 134/140, 146/152, 158/164cl

Colors: Hawaiian Ocean, FrostPink



This fleece sweater is a true "must have" kind of garment. It is made out of a soft fleece with a knitted surface structure in two tonal colors and with a soft brushed inside. It has a high warmth-to-weight ratio. The design makes it suitable for almost any occasion, sport or leisure. The jacket has a cool frontpocket and an integrated hood, giving it the proper "hoody" look. Other details are the stylish contrast ribbons on the front pockets as well as on the hood.

JUNIOR

SOFTSHELL COLLECTION

WIND&RAIN BLOC Jkt Jr #332



WIND & RAIN BLOCK JKT JR #332

Material: 3L Softshell, 100% Polyester
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 134/140, 146/152, 158/164cl
Color: DarkNavy, Ice, SunPoppy



Waterproofness 10.000 mm



Moisture Permeability 10.000g/m2/24hrs



This is a 3 layer softshell jacket, with a membrane inside, this provides both wind- and waterproofness as well as an outstanding breathability. Inside the jacket you have a brushed soft inner lining for warmth. The material offers a four-way stretch, making it comfortable to wear even active. This is a perfect jacket for any activity or season. It works as both middle layer and outer layer. It has pockets on both sides and a thumb grip.

WIND&RAIN BLOC Pant Jr #333



WIND & RAIN BLOCK PANT JR #333

Material: 3L Softshell, 100% Polyester
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 134/140, 146/152, 158/164cl
Color: Black



Waterproofness 10.000 mm



Moisture Permeability 10.000g/m2/24hrs



This is a 3 layer softshell pant, with a membrane inside, this provides both wind- and waterproofness as well as an outstanding breathability. The material offers four-way stretch, making it comfortable to wear when being active. This is a perfect pant for any activity or season. It works as both middle layer and outer layer. Details as leg and back pocket, pre-curved knees and a cool cutting at the back, gives the pant a nice attitude and outdoor look.

TRAPPER COLLECTION

Trapper Pant II Jr #281



TRAPPER PANT II JR #281

CORDURA 

Material: bluesign®, Cordura®, 92% Nylon, 8% Elastane, 250gr/m2
Sizes: 134/140, 146/152, 158/164cl
Color: Mole, Ice, Graphite, Smoothie, DarkNavy

A durable allround pant in a fantastic soft, durable and quick drying Cordura® fabric. The pant has a little bit of stretch for that ultimate fit and comfort when being active. The pant is adjustable both in the waist and at the leg endings and has a nice cool cut that provides an excellent fit as well as a nice attitude. Perfect for daily use as well as climbing, trekking and hiking activities.

JUNIOR

HIGH ACTIVITY COLLECTION

High Activity Jkt Jr #811



HIGH ACTIVITY JACKET JR #811

Material: bluesign® 100% Nylon, 46gr/m2

Sizes: 134/140, 146/152, 158/164cl

Colors: Ice, Smoothie, Licorice, Sunshine



Waterproofness 10.000 mm



Moisture Permeability 10.000g/m2/24hrs



100% taped seams



This ultrathin breathable jacket is a perfect outer layer for high activities like running and biking. The garment has a front zipper and a pocket for smaller valuables at the lower back of the jacket. A generous amount of reflectors make the jacket more safe for activities like road biking etcetera. The sleeves have a soft edge tape and the hem of the jacket is adjustable on both sides.

LIGHT WEIGHT & RAIN COLLECTION

Light Weight Rain Jacket Jr #363



LIGHT WEIGHT RAIN JACKET JR #363

Material: bluesign® 2.5 Layer 100% Nylon, 90g/m2

Sizes: 134/140, 146/152, 158/164cl

Colors: Ice, Smoothie, SunPoppy, NavyBlue



Waterproofness 10.000 mm



Moisture Permeability 10.000g/m2/24hrs



100% taped seams



A superlight but still robust rain and wind jacket, 100% taped seams. The high breathability makes it perfect for any outdoor activity during the warmer period of the year that requires protection for wind- and/or rain. Packed, it fits into the size of an orange. The jacket has a waterproof front zipper and one waterproof chest pocket. The jacket has an integrated adjustable hood and is adjustable at the hem, on both sides. Finally the jacket offers reflectors at the left sleeve and back.

JUNIOR

LIGHT WEIGHT RAIN COLLECTION cont.

Light Weight Rain Pant Jr #365



LIGHT WEIGHT RAIN PANT JR #365

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m²,
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 134/140, 146/152, 158/164cl
Colour: Black



Waterproofness 15.000 mm



Moisture Permeability 15.000g/m²/24hrs



100% taped seams



A lighter version of our popular hard shell pants, to be used as a rain- and wind pant during the warmer summer season when trekking, hiking or pursuing other activities where you need to stay dry and comfortable. A 2 layer material with a membrane, provides a water pillar of 15,000 mm in combination with excellent moisture breathability. All seams are taped. The construction of the pant is made with a soft and adjustable elastic in the waistline and shaped knees for a good fit. Silicon elastic at the end of the legs to prevent water from coming in and helps avoid leg endings from being trampled down. Last but not least, the water repellent finish (DWR) in the outer material is 100% flourcarbon free.

HARD SHELL COLLECTION

Hurricane Hard Shell Pant #262



HURRICANE HARD SHELL PANT #262

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m²,
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 134/140, 146/152cl
Colors: Black



Waterproofness 15.000 mm



Moisture Permeability 15.000g/m²/24hrs



100% taped seams



An excellent all round pant, to be used independent of weather and activity. This pant is a perfect substitute for any kind of rainwear and in addition to that a very soft and extremely durable garment. The pant is made out of a bluesign® certified 2L (layer) material with a membrane on the inner side, which provides a water pillar of 15,000 mm and very high breathability of 15,000 gr/m²/24hrs. All seams are taped. The trouser has a lower adjustable waistline, detachable elastic straps and a zipper at the lower part of the leg, making it possible to use outside a ski-boot as well. this pant is excellent as an alternative for a padded ski pant. The pant has an elastic tightening at the leg endings to avoid them from being trampled down and durable rubber straps under the feet, to make them stay in place. Last but not least, the water repellent finish (DWR) on the outer material is 100% flourcarbon free.

HARD SHELL COLLECTION cont.

Storm Hard Shell Jacket #360

STORM HARD SHELL JACKET #360

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m²,
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 134/140, 146/152, 158/164cl

Colors: SwedishBlue, SilverGrey, Smoothie, Royal, Navy, CandyFrog



Waterproofness 15.000 mm



Moisture Permeability 15.000g/m²/24hrs



100% taped seams



A very nice looking shell jacket! The design is slightly "slim fit" which gives the jacket a nice attitude. An excellent all round garment, that can be used for a variety of weather conditions and activities. This jacket is a perfect substitute for any kind of wind- and rainwear as well as ski wear in the winter season. In addition to that it is a very soft and extremely durable jacket.

The jacket is made out of a bluesign® certified 2L (layer) material with a membrane on the inner side, which provides a water pillar of 15,000 mm and very high breathability of 15,000 gr/m²/24hrs. All seams are 100% taped and the jacket has waterproof pocket zippers. The hood is detachable and also adjustable in the back. The jacket is lined with mesh, has curved sleeves, with soft cuffs inside and is adjustable at the hem. The water repellent finish is 100% flourcarbon free.





KIDS

Our Kids collection is specially made for the needs and activities of the kids in the age of 2-8 years. In this age kids are usually outdoors 3-5 hours a day, in daycare centers or pre-school and they are usually very active. The requirements for function and comfort are high, but for durability we would say even higher.



“The soul of ISBJÖRN is really captured in the words ‘Multisporters by Nature’. I strongly believe in letting our children explore and enjoy the outdoors from a very early age. In this way we encourage our children to become the adventurers of tomorrow and to love and respect the outdoors, which is key to preserving it for future generations.”

Maria Frykman Forsberg, CEO and Founder of ISBJÖRN





KIDS

SUN PROTECTION COLLECTION

Sun Sweater Kids #911



SUN SWEATER KIDS #911

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 86/92, 98/104, 110/116, 122/128cl
Colours: CandyBar, Lagune



UPF 50+

A 3/4 sleeve sunprotection sweater made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. Goes perfectly to style #913 Sun Leggings and for girls also to the #915 Sun Skirt. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork on one of the sleeves.

Sun Leggings Kids #913



SUN LEGGINGS KIDS #913

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 86/92, 98/104, 110/116, 122/128cl
Colours: CandyBar, Lagune



UPF 50+

A pair of leggings to go with the #911 SUN sweater, equally perfect for boys and girls, made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork on one of the legs.

Sun Skirt Kids #915



SUN SKIRT KIDS #915

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 86/92, 98/104, 110/116, 122/128cl
Colours: CandyBar, Lagune



UPF 50+

A gorgeous skirt, with an inner pant, perfect with the Sun Sweater #911. The front is overlapped, to offer a comfortable fit when being active. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork both at the front and back.

KIDS

Sun Jumpsuit #910



SUN JUMPSUIT #910

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 86/92, 98/104, 110/116cl
Colours: Lagune, CandyBar



UPF 50+

A gorgeous jumpsuit for the most active ones. The garment has a zipper in the back. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork at one of the sleeves.

Sun Hat #918



SUN HAT #918

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 44/46, 48/50cm
Colours: Lagune, CandyBar



UPF 50+

A sun hat for the smallest ones. The brim is lined to give the stability. The hat also has laces to tie under the chin. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork as a lining inside the cap.

Sun Cap #919



SUN CAP #919

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+
Sizes: 44/46, 48/50, 52/54cm
Colours: Lagune, CandyBar



UPF 50+

A sun cap for the small and big. The brim is lined to give it stability. The cap also has a sunprotection piece for the neck. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork at the neck.



KIDS

MIDDLE LAYER COLLECTION

LYNX Microfleece Jkt Kids #311

LYNX MICROFLEECE JACKET KIDS #311

Material: bluesign®, 170gr/m2, 100% PES
Sizes: 86/92, 98/104, 110/116, 122/128cl
Color: Frost Pink, Hawaiian Ocean



This is the absolute favourite fleece! Thin, pliable and wonderfully soft, made from polyester fiber. The garment can be used all year round, as an outer layer during late spring and summer, and as insulation during the colder seasons. Soft cuffs in the sleeve endings keeps the garment in place. The zipper has a protection piece in fleece to prevent from chafes. Zipper and embroidery comes in a lighter matching colour.

STRETCH Hood K's #334

STRETCH HOOD KIDS #334

Material: bluesign®, 38% TACTEL, 47% Nylon, 15% Spandex, 310g/m2,
Sizes: 86/92, 98/104, 110/116, 122/128cl
Colors: SunPoppy, Sargasso



A comfortable and stretchy fleece hoody in a durable stretch fleece, with a brushed inside, giving a comfortable and high warmth-to-weight ratio. The material has a water repellent surface that keeps the same finish despite frequent usage and washing. The jacket is ideal as an outer jacket in late spring, summer and early fall. The jacket is designed with a raglan sleeve cut and a thumb grip. The front zipper has a protection piece to avoid chafes. A nice detail is the small chest pocket and darker tonal matching zippers and edge ribbons. The hood is removable.

RIB Sweater Hood Kids #228

RIB SWEATER HOOD KIDS #228

Material: bluesign® 100% PES, 345g/m2
Sizes: 86/92, 98/104, 110/116, 122/128cl
Colors: Hawaiian Ocean, Frost Pink



This fleece sweater is a true "must have" kind of garment. It is made out of a soft fleece with a knitted surface structure in two tonal colors and with a soft brushed backside. It has a high warmth-to-weight ratio. The design makes it suitable for almost any occasion, sport or leisure. The jacket a removable hood, giving it the proper "hoody" look. Other details are the stylish contrast ribbons on the hood.

KIDS

SOFTSHELL COLLECTION

WIND & RAIN BLOC Jkt K's #331

WIND & RAIN BLOCK JKT KIDS #331



Material: 3L Softshell, 100% Polyester
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 86/92, 98/104, 110/116, 122/128cl
Color: Ice, DarkNavy, SunPoppy



Waterproofness 10.000 mm



Moisture Permeability 10.000g/m2/24hrs



This is a 3 layer softshell jacket, with a membrane inside, that provides both wind- and waterproofness as well as an outstanding breathability. Inside the jacket you have a brushed soft inner lining for warmth. The material offers four-way stretch, making it comfortable to wear when being active. This is a perfect jacket for any activity or season. It works as both middle layer and outer layer. The jacket has a removable hood, two side pockets and a thumb grip.

TRAPPER COLLECTION

Trapper Pant II Kids #280

TRAPPER PANT II KIDS #280



Material: bluesign®, Cordura®, 92% Nylon, 8% Elastane, 250gr/m2r
Sizes: 86/92, 98/104, 110/116, 122/128cl
Color: Graphite, Ice, Smoothie, Mole, Navy



A durable allround pant in a fantastic soft, durable and quick drying Cordura® fabric. The pant has a little bit of stretch for that ultimate fit and comfort when being active. The pant is adjustable both in waist and leg endings and has a nice cool cut that provides an excellent fit as well as a nice attitude. Perfect for daily use as well as climbing, trekking and hiking activities.

KIDS

LIGHT WEIGHT & RAIN COLLECTION

Light Weight Rain Jacket K's #263

LIGHT WEIGHT RAIN JACKET KIDS #263

Material: bluesign® 2.5 Layer 100% Nylon, 90g/m2

Sizes: 86/92, 98/104, 110/116, 122/128cl

Colors: Ice, Smoothie, Navy, SunPoppy



Waterproofness 10.000 mm



Moisture Permeability 10.000g/m2/24hrs



100% taped seams



A superlight but still robust rain and wind jacket, 100% taped seams. The high breathability makes it perfect for any outdoor activity during the warmer period of the year that requires protection for wind- and/or rain. Packed, it fits into the size of an orange. The jacket has a waterproof front zipper and one waterproof chest pocket. The jacket has an integrated adjustable hood and is also adjustable at the hem, on both sides. Finally the jacket offers reflectors at the left sleeve and back.

LIGHT WEIGHT RAIN COLLECTION cont.

Light Weight Rain Pant K's #265

LIGHT WEIGHT RAIN PANT KIDS #265

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m2,

Details: bluesign® outer material, BIONIC Finish Eco® DWR

Sizes: 86/92, 98/104, 110/116, 122/128cl

Colour: Black



Waterproofness 15.000 mm



Moisture Permeability 15.000g/m2/24hrs



100% taped seams



A lighter version of our popular hard shell pants, to be used more as a rain- and wind pant during the warmer summer season when trekking, hiking or pursuing other activities where you need to stay dry and comfortable. A 2 layer material with a membrane, provides a waterpillar of 15,000 mm in combination with excellent moisture breathability. All seams are taped. The construction of the pant is made with a soft and adjustable elastic in the waistline and shaped knees for a good fitting. Silicon elastic at the end of the legs prevent water from coming in and avoid leg endings from being trampled down. Last but not least, the water repellant finish (DWR) on the outer material is 100% flourcarbon free.

KIDS

HARD SHELL COLLECTION

Storm Hard Shell Jacket #360

STORM HARD SHELL JACKET #360

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m²,
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 86/92, 98/104, 110/116, 122/128cl
Colors: Royal, SwedishBlue, NavyBlue, Smoothie, CandyFrog, SilverGrey

Waterproofness 15.000 mm



Moisture Permeability 15.000g/m²/24hrs

100% taped seams



A very nice looking shell jacket! The design is slightly "slim fit" which gives the jacket a nice attitude. An excellent all round garment, that can be used for a variety of weather conditions and activities. This jacket is a perfect substitute for any kind of wind- and rainwear as well as ski wear in the winter season. In addition to that it is a very soft and extremely durable jacket.

The jacket is made out of a bluesign® certified 2L (layer) material with a membrane on the inner side, which provides a water pillar of 15,000 mm and very high breathability of 15,000 gr/m²/24hrs. All seams are 100% taped and the jacket has waterproof pocket zippers. The hood is detachable and also adjustable in the back. The jacket is lined with mesh, has curved sleeves, with soft cuffs inside and is adjustable at the hem. The water repellent finish is 100% flourcarbon free.



KIDS

HARD SHELL COLLECTION cont.

KulingHard Shell Pant #261



KULING HARD SHELL PANT #261

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m²,
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 86/92, 98/104, 110/116cl
Colors: Black



Waterproofness 15.000 mm



Moisture Permeability 15.000g/m²/24hrs



100% taped seams



An excellent all round pant, to be used independent of weather and activity. This pant is a perfect substitute for any kind of rainwear and in addition to that a very soft and extremely durable garment. The pant is made out of a bluesign® certified 2L (layer) material with a membrane on the inside, which provides a water pillar of 15,000 mm and a very high breathability of 15,000 gr/m²/24hrs. All seams are taped. This smaller size is higher in the waistline than the junior sizes and have permanent elastic straps. The pant have elastic tightening at the leg endings to avoid them from being trampled down and durable rubber straps under the feet, to make the pant stay in place. Last but not least, the water repellent finish (DWR) on the outer material is 100% flourcarbon free.

HARD SHELL COLLECTION

Hurricane Hard Shell Pant #262



HURRICANE HARD SHELL PANT #262

Material: 2L membrane, 15K/15K, 100% Nylon, 155g/m²,
Details: bluesign® outer material, BIONIC Finish Eco® DWR
Sizes: 122/128cl
Colors: Black



Waterproofness 15.000 mm



Moisture Permeability 15.000g/m²/24hrs



100% taped seams



An excellent all round pant, to be used independent of weather and activity. This pant is a perfect substitute for any kind of rainwear and in addition to that a very soft and extremely durable garment. The pant is made out of a bluesign® certified 2L (layer) material with a membrane on the inside, which provides a water pillar of 15,000 mm and very high breathability of 15,000 gr/m²/24hrs. All seams are taped. This bigger size (from 122/128cl) have a more adult cut with a lower adjustable waistline, detachable elastic straps and a zipper at the lower part of the leg, making it possible to use outside a ski-boot as well. this pant is excellent as an alternative to a padded ski pant. The pant has elastic tightening at the leg endings to avoid them from being trampled down and durable rubber straps under the feet, to make the pant stay in place. Last but not least, the water repellent finish (DWR) on the outer material is 100% flourcarbon free.



BABY

Our baby collection is uncompromising in terms of the same function, quality and comfort that we offer for Junior and Kids. To be outdoors with your baby should be both enjoyable and inspiring. The key is to be properly equipped.

BABY

SUN PROTECTION COLLECTION

Sun Jumpsuit #910



SUN JUMPSUIT #910

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+

Sizes: 74/80

Colours: Lagune, CandyBar



UPF 50+

A gorgeous jumpsuit for the smallest and most active ones. The garment has a zipper at the back. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork at one of the sleeves.

Sun Hat #918



SUN HAT #918

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+

Sizes: 44/46, 48/50cm

Colours: Lagune, CandyBar



UPF 50+

A sun hat for the smallest ones. The brim is lined to give the stability. The hat also has laces to tie under the chin. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork as a lining inside the cap.

Sun Cap #919



SUN CAP #919

Materials: bluesign® Nylon® 83%, Spandex® 17%, UPF 50+

Sizes: 44/46, 48/50cm

Colours: Lagune, CandyBar



UPF 50+

A sun cap for the small and big. The brim is lined to give it stability. The cap also has a sunprotection piece for the neck. The style is made out of bluesign® approved fabric in a durable blend of Nylon and Elastane. The garment is tested and certified for a sunprotection factor of 50+. The material is color resistant to salty water, chlorine and sun. The style comes in two delicious color combinations and presents our own unique artwork at the neck.



BABY

MIDDLE LAYER COLLECTION

Lynx Microfleece Jumpsuit #310

LYNX MICROFLEECE JUMPSUIT #310

Material: bluesign®, 170 gr/m2, 100% PES

Sizes: 56/62, 68/74, 80/86cl

Colors: Hawaiian Ocean, Frost Pink



A wonderful soft fleece jumpsuit, made from bluesign® polyester fiber, helping the small child regulate its body temperature. The garment can be used all year round, as an outer layer during late spring and summer, and as insulation during the colder seasons. Soft cuffs in the sleeve and legs, keeps the garment in place. The jumpsuit is designed with a zipper from the collar to the legs, simplifying dressing and undressing the child as well as changing diapers. The zipper has a protection piece in fleece to prevent chafe. The smallest size has a hood.

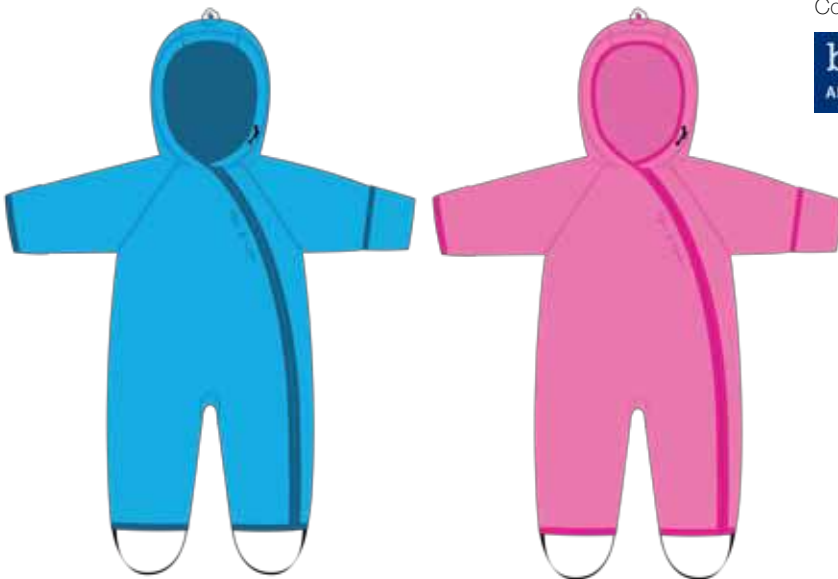
RIB Jumpsuit #323

RIB JUMPSUIT #323

Material: bluesign®, 345gr/m2, 100% PES

Sizes: 56/62 - 68/74 - 80/86cl

Color: Hawaiian Ocean, Frost Pink



This is a thicker fleece jumpsuit, that provides lighter wind resistance and an outstanding breathability. Inside the jumpsuit you have a brushed lining. The jumpsuit can be worn with different layers underneath to match different seasons of the year.

The zipper goes from the collar down to the leg. The jumpsuit has flexible gloves and socks.



Materials

All garments are thoroughly tested on children. The materials are acknowledged for their functionality, quality and environmental friendly approach.



BLUESIGN® the independent bluesign® standard is the response to the dramatically increasing demand for textiles that are more sustainable and better for people, business and for the planet. The goal of bluesign® is to link suppliers, manufacturers, retailers and brands together to foster a healthy, responsible and profitable textile industry. The bluesign® standard is built around five principles: resource productivity, consumer safety, air emission, water emission and occupational health and safety.



BIONIC-FINISH®ECO will open up new perspectives to the clothing sector. With BIONIC-FINISH®ECO the company of Rudholm Group have succeeded in developing water repellent finishes that do NOT release fluororganic compounds. In the field of hydrophobic finishing, this is a specifically developed ecological alternative to marketable fluorcarbon products.



CORDURA® is an extremely durable material. It has the double strength and durability as Nylon and three times as good as Polyester.



ASTM STANDARD FOR SUN PROTECTIVE CLOTHING AND SWIMWEAR

UPF Rating	Protection Category	% UV Radiation Blocked
UPF 15 - 24	Good	93.3 - 95.9
UPF 25 - 39	Very Good	96.0 - 97.4
UPF 40 - 50+	Excellent	97.5 - 98+



Sustainability



We all know that production of clothes affects the climate and the environment. Therefore Isbjörn of Sweden is making high quality clothing that last a long time. In our company we constantly strive to make more environmentally friendly clothes. We are happy and proud for every new garment we can make in more sustainable materials and with more environmentally friendly production methods.

To visualise our environmental work we use the 4 R's - Reduce, Reuse, Repairing, Recycle

By **REDUCING** the amount of products that we use we reduce the environmental impact. Less consumption means less production – which results in less pollution, less waste and fewer transports. This is how we contribute:

- We encourage the customer to make informed choices and buy the right product.
- We encourage the customer to buy fewer products and use them more.
- Our high quality clothing also reduces the frequency the consumers need to buy new, which results in less environmental impact.

When we **REUSE** the clothing that already exists we eliminate the strain that new production causes the planet. This is what we do:

- The Isbjörn of Sweden clothing is designed for being reused.
- We encourage consumers to reuse the clothes.
- Isbjörn of Sweden clothing has a high value on the second hand market.

REPAIRING a product avoids it being discarded for a minor failure and having to be replaced by a new. This is what we do:

- As much as possible we try and design products that are possible to repair.
- We offer our customers repair if a garment for some reason would fail.

To **RECYCLE** products is a last resort as it is a lot more environmentally friendly to reuse existing products. However all products has a lifetime and when they are no longer possible to use in their current form some materials can be recycled. It is a significant environmental gain in recycling compared to using new resources. This is what we do:

- We use recycled materials whenever it is possible in the designs. Our entire fleece collection as well as all padding we use, is made out of recycled fibers.
- Our aim for the future is to present more and more products in our collection entirely made out of recycled materials as well as offering a possibility to return used garments back to us.



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