



# FOR JOURNEYS ABOVE THE TREE LINE

Supporting sustainable winter adventures with Bergtagen

For fall and winter 2020, Fjällräven continues to explore above the tree line with its *Bergtagen mountaineering collection*. It was developed in conjunction with mountain guides and designed to withstand the harsh environments of rock, snow and ice found at higher altitudes and latitudes. As well as expanding Fjällräven's range from sea level to lofty peaks, it's also pushed the boundaries in sustainable performance, winning awards in the process.

## What's in a name?

The name of Fjällräven's mountaineering collection, *Bergtagen*, is drawn from a rarely recalled legend. It was a word wrapped in myth; a myth about trolls living in mountain caves. These trolls would kidnap lonesome mountain wanderers, often forever. If those bold, curious explorers did manage to return to normal life in the valley they were changed beyond recognition. Their minds had been lost to the mountains.

These days, now that mountain exploration is common knowledge, the word has taken on a new meaning. But an echo of the original definition remains. The word is now used to describe the obsession for being among nature's giants. To describe that feeling of being captivated and humbled by their size and greatness. The trolls are, thankfully, long gone. But the notion of losing one's mind to the mountains isn't so far from the new truth. Nowadays you could describe mountain guides as being Bergtagen – they devote their lives to those high peaks, where nature is at its rawest.



## The Sustainable Choice for Mountain Guides

Mountain guides need gear that can stand up to day-in day-out use. It has to be functional but not fussy, light but protective. And, on top of all that, it has to be sustainable – guides want to keep nature in business for ever. It's for these reasons the *Swedish Mountain Guide Association* (SBO) has chosen to use Fjällräven's Bergtagen collection for its mountain guides.



## Guides in the Making

Fjällräven has been supporting SBO since 2017 and its Bergtagen range has been used to equip several intakes of trainee guides. *Karin Zraggen*, marketing manager at *Primus*, is the first female to use the full range – including the *Bergtagen 38* backpack – as she trains to become a fully-fledged mountain guide.

"Being in the mountains gives me so much. Even if a long day out exhausts me, it gives me energy and joy," explains Karin. "I like the challenge and excitement of climbing bigger or more difficult mountains, but I also enjoy the calmness of an easier climb. But reaching the summit or climbing something that has posed a challenge is special. It feels good to progress and suddenly be able to do things I didn't think I could."

Guiding less experienced people as part of her training has been a really positive experience that has confirmed that this is the right job for her. She loves teaching others how to safely enjoy the mountains, and she wants them to experience the joy and happiness that come with getting all the way to the summit. Though she's under no illusions about the level of danger and responsibility packaged into it. But Karin is not the type to shy away from a challenge.



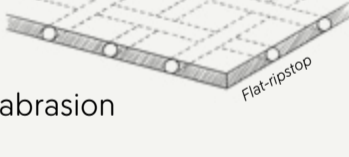
## The Bergtagen Family: Year-Round Sustainable Weather Protection

The Bergtagen collection is a tour-de-force of functionally sustainable mountaineering gear. Fjällräven has combined recycled polyester, mulesing-free merino wool and *G-Loft Supreme* with its own sustainable materials: PFC-free impregnated *Eco-Shell*, *G-1000 Eco* and *Bergshell* to create a unique collection that's one-part sustainable, one-part fully-functional.

"Most mountaineering gear is made purely to be functional. We wanted to add sustainability on top of functionality and give mountaineers and guides a truly sustainable choice, with no compromises," says *Henrik Andersson*, Head of Design and Innovation at Fjällräven.

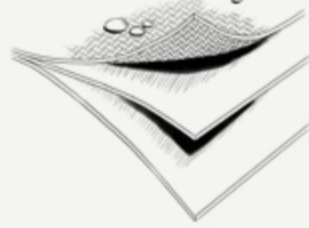
### Bergshell

- Made from durable, recycled nylon that's Global Recycled Standard certified
- Waterproof to 20,000 mm
- PFC-free impregnation
- The flat-ripstop construction and fabric structure offer exceptional abrasion resistance and tensile strength



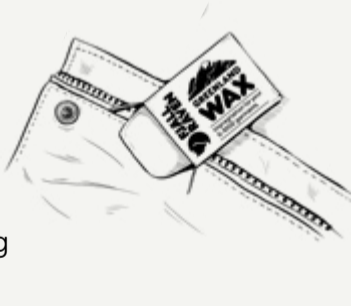
### Eco-Shell

- Features a water-layer and breathable three-layer membrane
- Made from recycled polyester
- PFC-free impregnation



### G-1000 Eco

- Made from 65% recycled polyester and 35% organic cotton
- Adaptable to different climate conditions using Greenland Wax
- The fabric is densely woven making it durable and hardwearing



Bergtagen Eco-Shell Jacket W



Bergtagen Eco-Shell Jacket M



Bergtagen 38



Bergtagen Insulation Jacket W



Bergtagen Insulation Jacket M



Bergtagen 30



Bergtagen Eco-Shell Trousers W



Bergtagen Eco-Shell Trousers M

[For more information click here](#)

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