

PFC-free GORE-TEX waterproof Kids collection

- This season, all new Viking GORE-TEX models are free of “forever” chemicals

Viking, a frontrunner in outdoor footwear, announces it has taken a momentous stride towards the goal of eradicating the use of PFC, also known as "forever chemicals," in all Viking products. Beginning in AW24, all new GORE-TEX models across its footwear collections will move to GORE's latest PFC-free alternative, the GORE-TEX ePE membrane.

This significant move represents a pivotal milestone in the Norwegian footwear brand's enduring mission to continually diminish the environmental footprint of its products.

Key features of the new GORE-TEX membrane

- It is light, thin, and strong, ensuring lasting performance. It's also free from PFC and has a smaller carbon footprint (as per Higg MSI) thanks to less material use and new combinations.
- It is bonded to selected backings and textiles (i.e. recycled, solution dyed or undyed) to create a GORE-TEX Laminate.
- New GORE-TEX products with ePE provide durable waterproof, windproof, and breathable protection for a longer product life.

In addition to using the GORE-TEX ePE membrane in its new styles, Viking has also transitioned to the new membrane in most of its other styles this season.

About Viking Outdoor Footwear

Founded in 1920, Viking is an outdoor footwear and apparel company based in Oslo, Norway. Using the rugged Nordic landscape and its unforgiving climate as both product testing ground and playground, Viking strives to achieve its mission to create a world where everyone can be an explorer. By using the latest material innovations and technologies and combining these with 100 years of know-how, Viking continues to pioneer products that are renowned for their quality, durability, and performance.



Fun Warm GTX 2V

Durable, waterproof and insulated mid cut kids shoe

When the cold and wet weather sets in, Fun Warm GTX has what's needed to power up your kid's play. A waterproof PFC-free GORE-TEX membrane keeps feet dry in wet conditions, while toasty insulation and an EVA sole insert protect from the cold. The durable mid cut upper provides excellent ankle stability, and dual velcro fasteners enable kids to quickly put on and take off the shoes themselves. Below, a rubber outsole equipped with a rugged tread pattern provides solid grip on any surface.

Sizes: 22-33

Colors: Black / Navy / Dark pink

RRP: NOK 1000,- SEK 1000,- DKK 650,- EUR 85,-



Fun Glitter Warm GTX 2V

Waterproof, insulated, and glittery mid cut kids shoe

Fun Glitter Warm GTX has what's needed to add comfort and sparkle to your kid's fun once the cold and wet weather sets in. A waterproof PFC-free GORE-TEX membrane keeps feet dry while a toasty insulation protects from the cold. The durable mid cut upper then provides stability, and dual velcro fasteners enable kids to quickly adjust the fit themselves. A full rubber outsole provides solid grip on any surface. As a final touch, a glitter finish will see your child's feet sparkle in the sun.

Sizes: 22-33

Colors: Pink

RRP: NOK 1050,- SEK 1050,- DKK 700,- EUR 90,-



Expower Mid GTX BOA

Premium, insulated, and waterproof kids mid cut shoe

Help your child put the best foot forward with Expower Mid GTX BOA, Viking's best-in-class kindergarten shoe. A waterproof PFC-free GORE-TEX membrane keeps feet dry in wet conditions, while toasty insulation protects from the cold. The durable and supportive mid cut upper is equipped with the BOA closure system to deliver a precision fit. A lightweight EVA midsole provides excellent cushioning, and a rubber outsole featuring heavy duty lugs enables unbeatable traction in any ground conditions.

Sizes: 30-41

Colors: Black / Khaki

RRP: NOK 1450,- SEK 1450,- DKK 1000,- EUR 130,-



Fleek Mid GTX 3V

Trendy, waterproof junior mid cut shoe

Explore the urban jungle in style with Fleek Mid GTX, a tough mid cut shoe designed for every day, all-weather adventures. A waterproof PFC-free GORE-TEX membrane keeps feet dry on even the rainiest days, and a protective upper combines 2.5 velcro fasteners for a practical yet precise fit. The chunky multidirectional lugs of the full rubber outsole result in a high-traction grip, while hi-vis reflective elements help ensure safety on the streets and standing out from the crowd from dusk to dawn.



Sizes: 30-43

Colors: Black / Eggshell

RRP: NOK 1150,- SEK 1150,- DKK 750,- EUR 100,-

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High-resolution images available for download at:

<http://www.brandmaster.no/>

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