

CLEAR VISION, REAL SOLUTIONS

What's new from Sweden next winter? A lot of solutions to global challenges! For ICEBUG, the focus continues to be on making durable footwear, driving sustainable transformation for the entire industry, and acting ethically. How can big visions and effective solutions be translated into the production of shoes? Here's the latest from the Swedish sustainability pioneer.

THE RESOURCE-EFFICIENT SOLUTION: FSC® NATURAL RUBBER FROM SMALLHOLDER FARMERS



ICEBUG is **FSC® certified**, as is the entire natural rubber value chain. In collaboration with the **Forest Stewardship Council®**, the Swedes have developed a certified supply chain for shoe rubber in Thailand, ensuring sustainable rubber cultivation and good working conditions for smallholders. The traceability extends throughout the value chain and the initiative is there to decrease the use of oil without risking to cause deforestation. (ICEBUG License Code: FSC-C173562)

THE WATERPROOF SOLUTION: GORE-TEX ePE MEMBRANE

Starting from the winter season of 2024, ICEBUG exclusively uses the new ePE membrane from GORE-TEX in all shoe models. An innovative membrane based on expanded polyethylene (ePE), it is thin, incredibly strong, durable, and, with a low ecological footprint, and the right material solution for ICEBUG. This technology not only eliminates PFC but ensures **waterproofing, windproofing, and breathability**.



THE TRANSPARENT SOLUTION: SPOOR LEATHER

By using completely **traceable nubuck leather** from Scandinavia, ICEBUG can further reduce its CO2 footprint. This is made possible through collaboration with **SPOOR**, a Danish company specializing in sustainable leather. SPOOR, part of Danish SCAN-HIDE, offers traceable leather from sources with high standards of animal husbandry and sustainability, ensuring traceability down to the farm, individual cows, and hides.



THE CLIMATE-FRIENDLY SOLUTION: SOLAR PANELS IN VIETNAM



ICEBUG and the German provider of renewable energy solutions, BayWa r.e., announced their collaboration in 2023. The goal of this cross-industry cooperation is to **reduce CO2 emissions** in the shoe and clothing industry by equipping factories in Vietnam with solar panels. Icebug has invited other brands to join, and the initiative is now promoted through the **European Outdoor Group**.

HIGHLIGHT MODELS FOR AUTUMN AND WINTER 2024

These models combine durability, comfort, function, and responsible manufacturing, representing ICEBUG's holistic vision of being a changemaker for the entire industry and driving sustainable transformation.

ROVER 2 GTX Agile Winter Hiker



Flexible, comfortable, stable – the **ROVER2** is the ideal lightweight hiking shoe for autumn and winter. The combination of robust upper material (recycled Nylon Cordura), the new **PFC-free** and **waterproof GORE-TEX ePE membrane**, and the slim design make the model a technical, agile shoe for speedy hikes. Available in two sole variants – with RB9X outsole or BUGrip studded sole. RRP: from 179.00 EURO.

ARCUS 2 GTX Responsive Runner



The 2nd generation of **ARCUS** comes with an improved midsole with responsive cushioning. Equipped with a Rocker-BUGforce midsole, the shoe reduces pressure on the forefoot and heel, providing high comfort for longer runs. The **PFC-free GORE-TEX® ePE** Invisible membrane ensures a fine balance between stable and comfortable running. Available in two sole variants – with RB9X outsole or BUGrip studded sole. RRP: from 179.95 EURO.

VERLE

VERLE - Transparency in Leather Boot Form



Reliable, stable, comfortable, and durable – the **VERLE** is a versatile boot for various activities. Through ICEBUG's partnership with **SPOOR**, the leather used in VERLE is completely traceable. The upper material is easy to clean and maintain, making VERLE a durable companion. Perfect for milder conditions in spring and autumn and mild winters. RRP: 179.95 EURO.

LUNNE

Scandinavian Classic



Lightweight yet stable mid-cut hiker in a Scandinavian look. The clean design with classic upper material focuses on function: durable canvas upper made from 100% recycled polyester with **Cordura** reinforcements, vegan solution for outdoor use. The ICEBUG BUGdri membrane keeps feet dry in all weather conditions. Available in two sole variants – with RB9X outsole or BUGrip studded sole. RRP: from 179.95 EURO.

SALA BUGRIP
Warm Slip-On Boot



SALA BUGRIP is a lightweight, warm boot with premium comfort. The BUGrip traction ensures safety in winter, gripping on ice and snow. The wide, stable midsole provides a good grip. **Easy to put on and take off** with a front zipper and rear pull loop. The combination of easy entry, robust upper material, warm recycled wool lining, and **excellent grip** makes it the ideal winter boot. RRP: 159.95 EURO.

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