

Svala

OF FINLAND





Beneath the surface

We at Finnsvala have one passion above all others: to make clothing that allows you to focus fully on what you do. Either at work or outside it, even the most demanding conditions won't bother you.

Instead of asking what you wear, we ask the most important thing—what do you *do*? Whether you're battling cold or heat, frost, wind or fire, what matters most is what you put on first—what's beneath the surface, nearest the skin.

We design and manufacture Svala underlayers, midlayers and other accessories to help your body maintain the right temperature. Our clothing removes excess moisture from the skin, keeping you dry no matter how vigorously you move.

Instead of asking what you wear, we ask the most important thing—what do you do?

Our catalogue has all you need for underlayers, midlayers and accessories when outerwear is simply not enough. Our product presentations begin on page 18. Before that, it's a good idea to check out our product range and materials to learn more about dressing with underlayers and midlayers.

Summer and autumn 2018 were special times for us. In Kärsämäki, central Finland, where Finnsvala began life in 1955, our company's new production facilities were built. They provide our team of skilled professionals with more modern and much more spacious working conditions. And this is what they deserve, since they create each and every Svala product by hand, with great care and dedication from start to finish.

We also have a factory outlet in the new building, where you can examine our products at your leisure. To find our resellers and for more information on our products, go to svala.com.

+
Kärsämäki





Thank you Aino, Elina and all our other great Finnsvala employees

We are pleased to inform you that all our products,
from underlayers to hoods and socks, are made by
hand in Kärsämäki. But let's take a closer look.

Ever heard of Kärsämäki?

Kärsämäki is a municipality in northern Ostrobothnia, in the west of Finland. It has an area of about 700 km², of which about 60 per cent is marshland, including Kärsämäenneva, Lauttaneva, Onkineva and other areas.

The Kärsämäki region has a traditional church village, which is also home to our factory outlet and production facilities. Kärsämäki also has several pleasant villages, including Miilunranta, Ojalehto, Ala-joki, Porkkala, Rannankylä, Hautajoki and Saviselkä.

The Pyhäjoki river flows through Kärsämäki. With its abundant rapids, this 166-kilometre river powers five hydroelectric plants.

The population of Kärsämäki is around 2,600, and has been on the rise in recent years. All in

all, the people of the Kärsämäki region have a proudly positive mindset, and the area is thriving.

A handy bunch

Kärsämäki is home to a number of well-known Finns, including the musician **Paula Vesala**, entrepreneur and politician Kalevi Hemilä and actor **Matti Ristinen**. They have all made their mark far beyond the region.

Among those who continue to live and work in Kärsämäki are **Elina Saari**, **Aino Korkatti** and **Daa Ronkainen**. They are just some of the highly skilled and sharp-eyed professionals who make all our top-quality and durable products with the greatest of care—and all by hand.

Seams that do not press or rub

All our underlayers and midlayers are made with flatlock-stitched seams. Thanks to this technique, being on the move for a long time or carrying a bag or backpack, for example, is pleasant because the seams do not press or scrape against the skin.

We also use flatlock stitching for seams of hoods, collars and almost all our hats.



Silver ionisation for permanent anti-bacterial protection

Silver ionisation is an antibacterial treatment that prevents the growth and spread of bacteria, microbes, moulds and fungi in materials. This makes life really easy, since the treatment keeps clothing odourless and in good condition for longer.

What makes silver ionisation really special is that it is carried out before the fibres are spun, so that it penetrates to the core of every single fibre. This ensures that the anti-bacterial effect is extremely long-lasting. It does not lessen with washing, for example.

Silver ions are harmless to humans and nature.

The polypropylene we use to manufacture our highly breathable 100% Dry collection is first treated by silver ionisation.



Compassionate production of merino wool

We are supplied with merino wool by producers who do not use the mulesing method.

Mulesing refers to the method of preventing certain parasitic infections by docking the animals' tails and removing strips of wool-bearing skin from around the buttocks.

Doing good for the environment, little by little

In our opinion, the best way to benefit the environment is by guaranteeing high quality: top-quality handcrafted garments last a long time, cutting down on unnecessary waste.

One significant everyday burden on the environment is clothes washing.

The technical characteristics of our products are top-class: they do not need to be washed as often as ordinary clothes, as Finnsvala's production staff are eager to point out.

In many cases airing is enough, even if the product has been exposed

to sweat. However, stained garments should always be washed.

Wherever possible, we also strive to make full use of fabric left over from cutting for the manufacture of smaller products. Any leftover pieces that are not suitable for product manufacturing are given to sewing and craft enthusiasts.

An unmissable opportunity

TEXT **MARI SILIÄMAA** PHOTOS **HARRI TARVAINEN**

When the phone rang in spring 2015, **Onerva Aakko** was going about a fairly ordinary day. But the call was definitely no everyday matter—more of a once-in-a-lifetime chance, actually. It was a suggestion that Onerva Aakko—the wife of one entrepreneur and the daughter of another—now recalls with a laugh:

“I knew what those days and nights could be like”.

Carrying on tradition

The caller also knew something. They knew that four years earlier Onerva Aakko had returned to her home region of Käsämäki, together with her husband, children and cats. Aakko, who had trained as a garment designer in Kuopio, had lived and worked for twenty years in southern Finland as a product designer and product and production manager in the textile industry.

In that time she had built up impressive experience and know-how with various companies, including fur farms, the Stockmann department store and the Finnish fashion manufacturer Andiat.

Many things had fallen into place wonderfully—and so Aakko thought, too. Her response to the offer from the Nihak, Nivala and Haapajärvi regional development company marked the start of a major change at Finnsvala, with a new generation taking the helm.

The company’s chief executive officer at the time, **Kyösti Svala**, had done great work for his 40 years with the company and was now taking his well-earned retirement. In August 2015, Aakko took over from Svala as CEO of Finnsvala.

“I didn’t have to think twice about my decision. Such a chance just couldn’t be allowed to slip away”.







Knowing the way to go

This was Aakko's opportunity to take Finnsvala and its amazing products into the future:

"I have a clear idea of where I want to bring the company".

The new production facilities were built throughout the hot summer of 2018. By the end of September, the old factory's machines, fabrics, yarns and everything else had been packed and moved. Many things received careful attention to detail in designing and building the new premises, in particular the working conditions and wellbeing of the sewers who put the Svala products together.

"We now want to steer this highly reputable company towards new challenges and opportunities."

Onerva Aakko

There is also something new for customers, in the form of a factory shop.

Made in Kärsämäki, by hand

The new building is the most visible sign of the new winds that the company has in its sails. Other steps forward include hiring additional staff and seeking new markets for Svala products, particularly in Central Europe.

"Our company has a great reputation, and now we want to take it forward towards new challenges and opportunities".

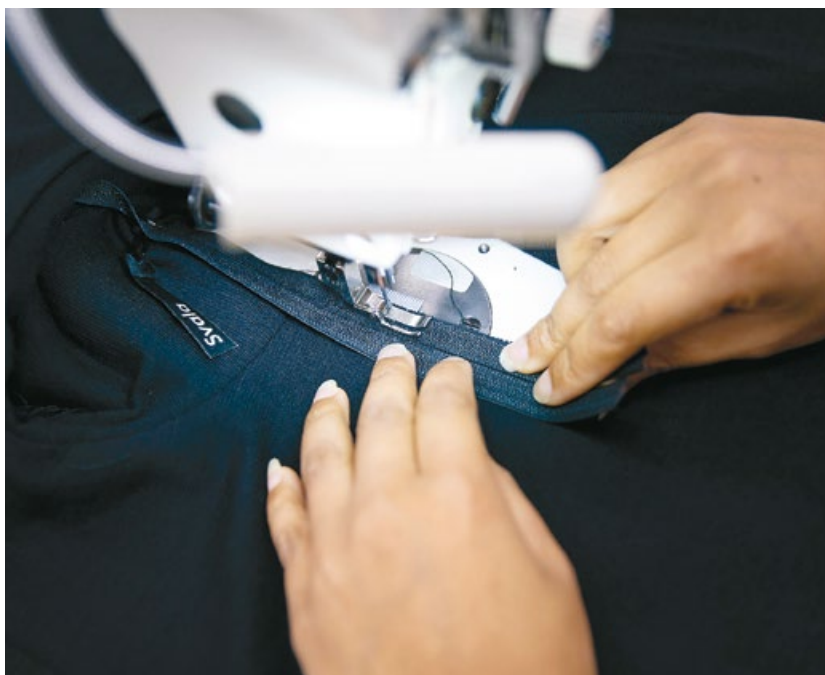
Aakko is convinced that Svala products will also be of international interest, since Finnish products and craftsmanship have a fully-deserved reputation for top quality.

"We are proud that all our products are still hand-made here in Kärsämäki".

In short, the more things change, the more they stay the same.

A little miracle

Finnsvala has often been referred to in Finland as the Kärsämäki region's little miracle. And indeed it is: a tough little family business that has grown from the living room of its founders,



the husband-and-wife team of **Elli and Paavo Svala**, into the internationally successful company now led by Onerva Aakko.

“When a business has been around as long as Finnsvala, since 1955, any history of the company not only tells about the company itself but also reflects the changes in the surrounding society and world politics”, Aakko says.

The story begins in the mid-1940s, at the end of the war years. In those difficult times, the women in the Svala family made work clothes for men from old army coats. There were no other materials available.

In 1954, Elli Svala received a small business loan that allowed her to buy three sewing machines. She founded a company named Käsämäen Trikoo, and started making men’s underclothing.

At the height of the mass production years of the 1970s and 1980s, as many as two hundred employees worked at the factory. Together they sewed about 4,000 products a day. Men’s short underpants were made in consignments of about 10,000. In total, nearly one million products were made annually.

By the 1990s, the company found itself in the same situation as many other Finnish textile companies, being forced to compete with a massive inflow of cheap products from the Far East.

In the face of this challenge, Finnsvala decided to overhaul its business strategy. From then on, the company would specialise in high-quality underlayers and midlayers that are well suited to demanding conditions.

Onerva Aakko intends to keep the company on that same path:

“When new products are being considered, they are made according to the existing line. The quality of the craftsmanship or materials are never compromised on. It is an honour to be a manufacturer of high-quality and valued Finnish products”.

Finnsvala

- Founded in 1955 as Käsämäen Trikoo
- CEO Onerva Aakko
- Located in Käsämäki

Good clothing, healthier bodies

Svala underlayers and midlayers as part of workwear.

TEXT **MARISILIÄMAA** PHOTOS **ATRIA**

Welcome to Atria Finland's headquarters in Nurmo, Southern Ostrobothnia. We are in the heart of this 115-year-old Finnish meat and food company. This time, however, we're not here to focus on food. Instead, we're here to look behind the scenes at working conditions that can take the human body beyond its comfort zone: in many parts of Atria's production facilities, the temperature is lower than in home refrigerators.

An exact dress code

Our guide at Atria is **Alice Koivuaho**, who has been with the company for 30 years. It would be hard to find a better guide.

"The work environment and the company are so familiar to me that I could get around blindfolded", she laughs.

Although Koivuaho's official job title at Atria's occupational health centre is work environment expert, in practice her work involves a lot more as well.

"I give my views on the working environment, how we can improve working conditions and how work conditions make a difference to production.

No place for leisurewear

For hygiene reasons, the work dress code is carefully regulated and monitored by Atria. The production premises are roughly divided high-hygiene areas and hygienic areas. In both areas, specialised workwear is essential.

Clothing for staff in the production areas are the responsibility of Atria itself, from head to toe. The workwear includes a protective suit

made of hygienically washable cotton, footwear, a cap and underlayers. Only in the offices can employees' own clothing be worn.

"We have an in-house workwear group that develops work clothes and monitors their functionality, durability and quality", says Koivuaho.

Keeping the cold out

In addition to hygiene, one of the key factors in a work environment like Atria's is the cold. According to Koivuaho, the temperature in the production facilities varies from zero to 10°C.

Another factor that our guide draws attention to is the chill factor.

"Air flow is caused by several factors, including air conditioning, machinery and equipment", Koivuaho explains.

Temperatures and draughtiness are closely monitored by various measurement methods, some of which are carried out by Koivuaho herself. Various other production-related factors are also regularly monitored, for example noise, light, and ammonia and carbon dioxide concentrations in the air.

Koivuaho admits that cold is a problem for companies like Atria. A lot of research has been done on working in cold conditions. In Finland, there used to be plenty of discussion of hot-cold work and especially about maintaining an uninterrupted cold chain. That debate culminated in the early 1990s. At the same time, lower working temperatures were permanently introduced in food production, with two ranges: 0–5°C and 5–10°C.

For working demanding a high level of hygiene, Atria provided protective clothing including footwear and hats. However, it was



only around the turn of the millennium that much attention began to be paid to what was worn under the protective clothing.

“Employees working in the cold were off sick a lot and weren’t feeling well at work”, Koivuaho says.

Occupational health and safety services played an important role in bringing the issue to light.

When the work is for the most part physically demanding manual work, it’s essential that work outfits make it easy to move around.

Durability, flexibility and comfort

For the past ten years, Atria production workers have been wearing Svala underlayers and midlayers beneath their protective clothing. These include merino shirts and pants as well as Power Stretch Pro jackets and pants.

“The work is heavy manual work. The outfit must allow good freedom of movement. Svala’s products are hardwearing, flexible and comfortable”, Koivuaho says.

Atria provides instruction for its employees for underlayer and midlayer dressing. If the temperature in the work environment is between 0 and 5 degrees, workers must wear both an underlayer and a midlayer. If the temperature is between 5 and 10, on the other hand, the worker can choose whether they are more comfortable with or without a midlayer. This guidance is in effect throughout Atria Finland, and in addition to the parent company

is also followed in many smaller companies and their departments.

Better health, less sick leave

Alice Koivuaho feels that good underlayer and midlayers can contribute somewhat to reducing the amount of absences from work that are caused by physically difficult working conditions. However, there is no established medical evidence to support this view.

In addition to the right clothing for warmth, other factors that have contributed to a reduction in the amount of sick leave include modifications to work ergonomics and work equipment.

“Our occupational physiotherapists visit the production areas regularly and work hard to promote good work ergonomics”, Koivuaho says. In addition, an occupational health nurse and doctor visit the production facilities at regular intervals”.

Thanks for the guided tour! Despite the cold conditions, we got a warm reception.

Around 800 of all of Atria Finland’s approximately 2,000 staff use Svala workwear. And in addition to the permanent staff, workwear is provided to around 700 holiday and seasonal workers at Atria. Underlayers are replaced once a year, and midlayers every two years.

Functional details

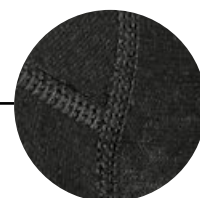


Wind-protected front split

Cold air can't get inside the merino shirt collar even if you open the zip.

Dense-knit shoulders

The shoulders of our 100% Dry Stretch Mesh Hunt shirts have are made from especially dense and hardwearing knitted fabric for easier carrying of hunting equipment or rucksacks, for example. For more information on the products, see pages 20–21.



Flatlock-stitched seams

Carefully crafted flatlock-stitched seams do not press or rub. Also, the number of seams is minimized for maximum flexibility.



Long sleeves

The sleeves move excellently over the hands, so that the wrists will not be exposed when cycling, for example.

Long hem

The long hems of the shirts also protect the lower back when squatting or bending over.

Thumb loops

Optimally positioned thumb loops do not squeeze or rub against the skin. Our Power Stretch Pro midlayer shirts have thumb loops for added comfort. See more on p. 23.

Flexibility

The product is flexible in all directions for maximum comfort and ease of mobility.

Unisex line

All our products are suitable for both women and men.

European sizes

Our outfits are made according to the European body-dimensioning standards.

All sizes

Available in sizes up to 4XL.

The right size for comfort

The same dimension table can be used for all our garments (unisex dimensioning).

The design of our outfits is based on the dimensioning tables given by the federation of Finnish clothing manufacturers (formerly Vaatetusteollisuuden Keskusliitto, now Finnish Textile & Fashion). The dimensions given in the table are solid body dimensions in centimetres.

A. Chest size, cm

The chest is measured at the widest point, under the armpits.

The tape measure must run straight across the back.

B. Waist, cm

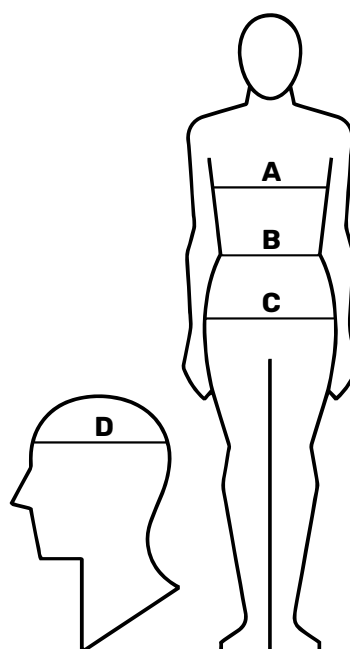
The waist is measured at the narrowest point.

C. Hips, cm

Hip circumference is measured horizontally at the widest point of the pelvis.

D. Head circumference, cm

The head circumference is measured from above the ears at the widest point of the head.



Underlayer and midlayer sizes

| | XXS | XS | S | M | L | XL | XXL | XXXL | XXXXL |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| A | 90–94 | 94–98 | 98–102 | 102–106 | 106–110 | 110–114 | 114–118 | 118–122 | 122–126 |
| B | 75–80 | 80–85 | 85–90 | 90–95 | 95–100 | 100–105 | 105–110 | 110–115 | 115–120 |
| C | 94–98 | 98–102 | 102–106 | 106–110 | 110–114 | 114–118 | 118–122 | 122–126 | 126–130 |

Headwear sizes

| | XS | S | M | L | XL | XXL |
|---|-------|-------|-------|-------|-------|-------|
| D | 53–54 | 54–55 | 56–57 | 58–59 | 59–60 | 61–62 |

Sock sizes

| | XS | S | M | L | XL |
|------------------|-------|---------|---------|---------|---------|
| EUR | 34–36 | 37–39 | 40–42 | 43–45 | 46–48 |
| Foot length (cm) | 22–23 | 23.5–25 | 25.5–27 | 27.5–29 | 29.5–31 |

Choose your outfit according to use

UNDERLAYER

100% dry

Intended use

For year-round use. A breathable underlayer that keeps you comfortable by effectively transferring moisture from the skin. Equalises temperature variations: cools the skin in the summer, insulates and warms in the winter.

Material

Silver ionised polypropylene or polypropylene mesh

Technical features

- Highly efficient moisture transfer from the skin
- Flexible
- Flatlock stitching
- Suitable for year-round use
- Antibacterial



100% Dry Stretch Mesh Hunt shirt

Windproof

Intended use

For year-round use in cold and tough conditions, including strong winds. Adapts to the body's contours and movements, and holds its shape well.

Material

Windproof double-layer structure. Hoods are lined with soft, heat-binding fleece.

Technical features

- Windproof
- Highly efficient moisture transfer from the skin
- Flexible
- Flatlock stitching
- Suitable for year-round use
- Antibacterial



Windproof shirt

Fireproof

Intended use

An underlayer designed for working with fire, heat or electricity. Provides temporary protection against heat, heat radiation, flames and electric arcs.

Approved according to the EN ISO 11612:2008 and EN 1149-5:2008 type standards. Also compliant with IEC 61482-2:2009, class 1 (4kA): material and clothing tested with energy density of 3.48 cal/cm². NOTE! Always wear the appropriate protective clothing for the working conditions.

Material

Meta-aramid and antistatic carbon fibre, sewn with meta-aramid yarn.

Technical features

- Highly efficient moisture transfer from the skin
- Antistatic outfit
- Flexible
- Flatlock stitching
- Non-combustible material
- Suitable for year-round use



Fireproof shirt

UNDERLAYERS OR MIDLAYERS

Merino

Intended use

Products in the range are double-layered for year-round use for dryness and warmth even in extreme cold.

Underlayer

- For cold conditions
- For cool conditions or working environments where the wearer's physical activity level is low

Primary midlayer

For use with products from our 100% Dry product range for working in cold conditions

Secondary layer

Two merino products worn together for extremely cold conditions when the physical activity level varies

Material

Double-layer structure

- Outer layer: a blend of merino wool and polyamide
- Inner layer: moisture-transferring polypropylene

Technical features

- Highly efficient moisture transfer from the skin
- Heat-binding double-layered structure
- Flexible
- Flatlock stitching
- Treated with moth repellent



MIDLAYER

Power Stretch Pro

Intended use

Flexible in all directions and perfectly accommodates body movements. Designed for year-round use in cold conditions; superb heat retention and moisture transfer from the skin. Thanks to the choice of materials this product holds its shape well, and remains loose and airy even after washing.

Material

Polartec Power Stretch

Technical features

- Highly efficient moisture transfer from the skin
- Extremely warm
- Polartec technology
- Flexible
- Flatlock stitching
- Resists pilling



See the next page for detailed material information.



Merino T-shirt, raglan sleeves



Merino shirt, O Neck



Power Stretch Pro shirt

The materials we use for our products

Silver-ionised polypropylene

Polypropylene is an extremely durable and highly breathable material. Polypropylene keeps the skin remains pleasantly dry, as it does not bind moisture to itself—moisture is transferred from the skin to the outer layers of clothing.

The polypropylene we use is silver-ionised, which is an antibacterial treatment than penetrates to the core of the fibres. This is done before spinning the yarn to ensure long-lasting results: for example, the treatment is not affected by washing. The treatment keeps products fresh-smelling for long, as the antibacterial treatment prevents the growth and spread of microbes, moulds, fungi and bacteria in the material.

Used in

- 100% Dry products
- 100% Dry + Cotton underclothing
- Merino products
- Windproof products

Silver-ionised polypropylene mesh

The silver-ionised polypropylene mesh we have developed is an extremely light, flexible and durable material.

The mesh structure breathes and binds air efficiently, providing excellent insulation against both cold and heat.

Used in

- 100% Dry Stretch Mesh products

Silver-ionised polypropylene and cotton

The inner layer of the double-layer material is made from silver-ionised polypropylene, and the outer layer is made from combed cotton, which is comfortable and pleasant to the touch.

Used in

- 100% Dry + Cotton underclothing

Windproof

Windproof is a flexible technical material blend that keeps out even strong wind. Due to the lycra it contains, Windproof adapts perfectly to the contours and movement of the body.

Used in

- Windproof products

Fireproof

Fireproof fabric is designed for extremely demanding conditions and is made of meta-aramid and antistatic carbon fibre. Products made from this fabric provide protection against heat, flames, heat radiation and electric arcs. We use non-flammable meta-aramid yarn in sewing our Fireproof range of products.

EN ISO 11612:2015

A1 = flame spread, surface ignition

B1 = protection against flame heat, class 3 (best class)

C1 = protection against heat radiation, class 3 (best class)

IEC 61482-2:2009 class 1 (4kA), material and clothing tested with energy density of 3.48 cal/cm²

Used in

- Fireproof products



Merino wool

Merino wool is a soft, durable and breathable natural fibre with excellent moisture-transfer and thermal properties. Due to its airiness, merino wool is cooling in hot conditions and provides warmth in cold conditions. Merino wool is naturally antibacterial, making it easy to care for.

We are supplied with merino wool by producers who do not use the mulesing method in wool production. Read more on page 5.

Used in

- Merino products

Power Stretch Pro

Power Stretch is a unique and high-quality double-layer material that is flexible in all directions, allowing it to adapt perfectly to the body's movements. The soft fleece on the inner surface binds warmth and transfers moisture away from the skin. The dense knitted polyester fabric of the outer layer provides breathability and also some protection from the wind. The surface has excellent resistance to wear, and will not pill. The material is made by Polartec.

Used in

- Power Stretch Pro products





Svala

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Underlayers

Merino

hood for protection. The hooded version of this product from the merino range also provides excellent protection for the head against cold.



1140

Merino T-shirt

Sizes: XXS-4XL

Colours: black, green



1240

Merino shirt, O neck

Sizes: XXS-4XL

Colours: black, green



1341

Merino shirt, hood

Sizes: XXS-4XL

Colours: black, green



1340

Merino shirt, zip neck

Sizes: XXS-4XL

Colours: black, green



1440

Merino T-shirt, raglan sleeves

Sizes: XXS-4XL

Colours: black, green



2243
Merino pants, front-split model
Sizes: XXS-4XL
Colours: black, green



2340
Merino pants, regular fit
Sizes: XXS-4XL
Colours: black, green

Flatlock seams. Flatlock-stitched seams do not press or rub against the skin. Also, the number of seams is minimised for maximum flexibility.



2140
Merino Bermuda shorts
Sizes: XXS-4XL
Colours: black



2143
Merino boxer shorts
Sizes: XXS-4XL
Colours: black, green



2240
Merino pants, slim fit
Sizes: XXS-4XL
Colours: black, green

Merino products also as midlayers

Primary midlayer

For wear with products from the 100% Dry range when working in cold conditions

Secondary layer

Two merino products worn together for extremely cold conditions when the physical activity level varies

Underlayers

100% Dry

Dense-knit shoulder. Carrying a rucksack, bag or hunting rifle, for example, is easier with the right size and height of shoulder knit.



1130
100% Dry Stretch Mesh T-shirt
Sizes: XXS-4XL
Colours: black



1131
100% Dry Stretch Mesh T-shirt, V neck
Sizes: XXS-4XL
Colours: black, green



1230
100% Dry Stretch Mesh T-shirt
Sizes: XXS-4XL
Colours: black



1232
100% Dry Stretch Mesh polo shirt
Sizes: XXS-4XL
Colours: black



1231
100% Dry Stretch Mesh Hunt shirt
Sizes: XXS-4XL
Colours: green, grey



1110
100% Dry T-shirt, set-in sleeves
Sizes: XXS-4XL
Colours: black



1410
100% Dry T-shirt, raglan sleeves
Sizes: XXS-4XL
Colours: black



2110
100% Dry Bermuda shorts
Sizes: XXS-4XL
Colours: black



2113
100% Dry boxer shorts
Sizes: XXS-4XL
Colours: black

Extremely warm. In the double-layer structure, the lower layer is an effectively breathable silver ionised polypropylene and the top layer of comfortable combed cotton.



2130
100% Dry Stretch Mesh Bermuda shorts
Sizes: XXS-4XL
Colours: black



2230
100% Dry Stretch Mesh pants
Sizes: XXS-4XL
Colours: black



0320
100% Dry + Cotton underclothing
Sizes: XXS-4XL
Colours: blue



2233
100% Dry Stretch Mesh Hunt pants
Sizes: XXS-4XL
Colours: black, grey



2234
100% Dry Stretch Mesh Hunt pants
Sizes: XXS-4XL
Colours: green



0210
100% Dry underclothing
Sizes: XXS-4XL
Colours: black

Underlayers

Windproof

Fireproof



0211

Windproof underclothing

Sizes: XXS-4XL

Colours: black



2170

Windproof Bermuda shorts

Sizes: XXS-4XL

Colours: black



For extremely demanding conditions.

Fireproof products provide protection against heat, flames, heat radiation and electric arcs.

2260

Fireproof pants

Sizes: S-XXL

Colours: black

4060

Fireproof shirt

Sizes: S-XXL

Colours: black

Midlayers

Power Stretch Pro



1050

Power Stretch Pro vest

Sizes: XXS–4XL

Colours: black

Protected lock. The lock of the zip has a protector that prevents cold from coming into contact with the skin when the zip is pulled up.



Thumb loops.

Optimally positioned thumb loops do not squeeze or rub the skin.



3050

Power Stretch Pro hoodie

Sizes: XXS–4XL

Colours: black



1350

Power Stretch Pro shirt

Sizes: XXS–4XL

Colours: black, green



2250

Power Stretch Pro pants

Sizes: XXS–4XL

Colours: black



2251

Power Stretch Pro sweatpants

Sizes: XXS–4XL

Colours: black



2252

Power Stretch Pro pants, 3/4 leg

Sizes: XXS–4XL

Colours: black, green

The merino range also includes shirts and pants as midlayers

See pages 18–19.

Accessories

Merino

Pleasant to wear.

The hood is designed to follow the contours of your face.



5102
Merino hood
Sizes: XXS-XL
Colours: black, green



5040
Merino neckwarmer
Sizes: S, M, L
Colours: black



5052
Merino tube scarf
Sizes: one size
Colours: black, green



5103
Merino hood, commando-style
Sizes: XXS-XL
Colours: black



5108
Merino hood
Sizes: XXS-XL
Colours: black, green



6040
Merino Easy woolly cap
Sizes: S, M, L
Colours: Black, green



6041
Merino hat
Sizes: M, L
Colours: Black, green



6240
Merino woolly cap
Sizes: S, M, L
Colours: Black, green

100% Dry



5010
100% Dry neckwarmer
Sizes: S, M, L
Colours: black



5101
100% Dry hood
Sizes: XXS–XL
Colours: black

Under a helmet. The 100% Dry Easy woolly hat is made with a highly flexible stitch, allowing it to sit comfortable under a bicycle helmet. The polypropylene used in the hat transfers moisture away from the skin and head very effectively. The inside of the Easy hat is lined with soft fleece for added warmth.



6011
100% Dry hat
Sizes: M, L
Colours: black



6210
100% Dry woolly hat
Sizes: S, M, L
Colours: black



6010
100% Dry Easy woolly hat
Sizes: S, M, L
Colours: black



5011
100% Dry tube scarf
Sizes: one size
Colours: black



7010
100% Dry socks
Sizes: 34–36, 37–39, 40–42, 43–45, 46–48
Colours: black

Accessories

Windproof

Also protects the neck. The Windproof neckwarmer is an excellent size, as it also protects well from the neck. The inside of the neckwarmer is soft fleece. The neckwarmer is also well suited for work.



5080
Windproof neckwarmer
Sizes: S, M, L
Colours: black



5104
Windproof Tundra
Sizes: XXS-XL
Colours: black



5105
Windproof Power
Sizes: XXS-XL
Colours: black



5106
Windproof Custom
Sizes: XXS-XL
Colours: black



5107
Windproof Racing
Sizes: XXS-XL
Colours: black

Power Stretch Pro



6050
Power Stretch Pro woolly hat
Sizes: M, L
Colours: black, green



6250
Power Stretch Pro hat
Sizes: M, L
Colours: black, green



7050
Power Stretch Pro wristbands
Sizes: S, M, L
Colours: black, green



5050
Power Stretch Pro neckwarmer
Sizes: S-XL
Colours: black, green

Fireproof



5460
Fireproof tube scarf
Sizes: one size
Colours: black



6060
Fireproof woolly hat
Sizes: M, L
Colours: black

Multi-purpose. The Fireproof hood is extremely multi-purpose. It can be lifted to protect the face from heat or heat radiation, for example. The protector can also be lowered easily.



5060
Fireproof neckwarmer
Sizes: M, L
Colours: black



5160
Fireproof hood
Sizes: M, L
Colours: black



5161
Fireproof hood
Sizes: M, L
Colours: black



5450
Power Stretch Pro tube scarf
Sizes: M, L
Colours: black, green

Dressing right: learning the hard way





TEXT **MARISILIÄMAA** PHOTOS **SINI-MARJA SANGI**

In Finnish, it's easy to invent new words: just combine two or more existing words, and there you go.

Take the word *luontoloinen*, for example: you won't find it in the dictionary, but it's a combination of *luonto*, nature, and *loinen*, parasite. So, *luontoloinen* = nature parasite. *Luontoloinen* is the name of a popular blog by the Finnish nature adventurer **Sini-Marja Sangi**. She runs along trails, hikes and walks all year round on foot, skis or even by skateboard, for example, and sometimes with a team of dogs. In addition to Sini-Marja and her husband, the Sangi family includes five Siberian huskies.

Sangi has been keeping a blog of her nature experiences since 2013. She settled on the distinctively self-mocking name, *Luontoloinen*, with a little help from a friend.

An experience for all

Luontoloinen presents a wide variety of experiences of the natural world, but not just for reading pleasure: Sangi's aim is for the blog to encourage people to explore the great outdoors for themselves by showing them how it can be done the relatively easy way.

The tone of the blog is lively and positive, with an abundance of photos to make the stories even more vivid. The blog can also be searched through keywords, to find Sangi's thoughts on running, winter trekking, hiking, training, travel, eating, wellness, and more.

Thunder on the fells

Sangi enjoys the outdoors both alone and with friends mainly in Finland, but sometimes she also ventures further afield.

The blog gives a sense of what it's like to work up a sweat trekking along rocky slopes in the summer heat, for example, or the more gentle warmth of the spring sun, or the ominous feel of a thunderstorm gathering on the fells. Among the experiences that Sangi recommends for those who want to make their way in the wilds beyond Finland's borders are canyon trails in Germany or hiking in national parks in Norway.

One of Sangi's most treasured destinations is Salamajärvi National Park in central Ostrobothnia and central Finland. Sangi's home



“I like to invest in quality, in clothes that last at least ten years. I have learned the hard way to avoid buying throwaway clothing”.

Sini-Marja Sangi

is just over an hour away, making the park a great place for weekend trips.

“This year we’re also going to the Urho Kekkonen National Park, which will be our fourth outing to Lapland”.

The power of thin layers

Sangi also allows her experiences to speak for themselves through her blog. Luontoloinen also provides advice on matters such as the use of wilderness huts and key things to remember for spending the night outdoors, as well as presenting her tests of various clothing and accessories.

This highly experienced traveller has one piece of advice that comes before all else:

“Wear multiple thin layers on top of each other to suit the weather”.

Over the years, and through trial and error, Sangi says she has learned the art of outdoor dressing.

“I like to invest in quality, in clothes that last at least ten years. I have learned the hard way to avoid buying throwaway clothing”.

When it comes to clothing, Sangi’s priority is to always buy Finnish brands. If no domestic product is available, Sini-Marja Sangi will try to choose the product as close as possible.

Sini-Marja Sangi does not distribute her clothes according to season or type: the same undercoats and interlayers are used all year round for all-round cycling.

“This saves the environment as well as saving money”, Sangi notes.

The best outfit for winter hiking

Sini-Marja Sangi’s favourite material is merino wool. And during the summer of 2018, merino wool also proved its mettle in the heat.

“Even after all the exertion of our hiking week in Lapland, the merino wool T-shirt didn’t smell at all”, she laughs.

Sangi also writes about her use of Svala products on her blog. In spring 2018, she tested the 100% Dry Stretch Mesh underclothing when skiing, jogging and cycling. Sangi wrote of her experiences:

The weather at Eastertime was really warm, and I was sweating like crazy no matter what speed I moved at. The underclothing felt comfortable, with a fresh feeling [...] Despite the long trek the layers didn’t rub or irritate the skin, and my upper body felt comfortable since the wet running shirt was not hanging directly on the skin.

Sangi also got to test her own favourite material, merino wool, in the form of Svala’s Merino underclothing. She gave the pants nothing less than a 10+, adding that they are the best merino wool pants she has ever worn.

Since then on, Svala’s products are part of her standard clothing for any type of activity. The reason is simple:

“I’ve been really happy with them!”

The Svala brand was familiar to Sangi even before she started testing them. Around seven years ago, she was looking for the best possible midlayer for winter hiking. Her search led to Svala’s Power Stretch Pro underclothing. She has never looked back.

Check out Sangi’s Luontoloinen blog
luontoloinen.blogspot.com

Svala outfits tested (in Finnish)
[luontoloinen.blogspot.com/
2018/04/ulkoliikkujan-vaatetus.html](https://luontoloinen.blogspot.com/2018/04/ulkoliikkujan-vaatetus.html)



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