



History - In the midst of the Norwegian mountains and forest wilderness...



...A gang of enthusiast started building the products they could not find in the market driven by un-comprising approach to products



Østlendingen

No. 155 - 97. årgang - TORSDAG 10. JULI 1997 - Kr. 10,00

Trysils super-kajakk

Tryslingen Ståle Møller (til venstre) har sammen med kameraten Erik Martinsen designet en super-kajakk. Med den kan en rutinet padler gjøre ting som knapt nok er gjort med kajakk før. Martinsen, som er en av Europas beste elvepadlere, har prøvd så å si alle elvekajakktypene som finnes — og er ikke i tvil om at denne er den beste av dem alle. Nå håper de to at den nye kajakken er på markedet i løpet av noen måneder.

SE SIDE 11

Sulten gjest
SE MIDTEN

Fra Di til Flor
Elevensjenta Maja Glorvigen (bildet) i september på Eilands i Florida, som er Helmarksungdom. Der vil hun delta i nittipriprogrammet Ambassador Les Program. SE

Fornøy bøndene
S



Inspired by American trends and at that time forbidden sports in Norway new products needed to be made...



The products shortly caught the attention of opinion makers in the core scene

10

TORS DAG 11. APRIL 2002

Haakonsen inn i Sweet



Her bruker han Sweet-hjelm – uten lov

Snøbrettstjernen Terje Haakonsen har kjøpt seg inn i Trysil-firmaet Sweet Protection AS. – Terje liker gutta i Sweet og hva de holder på med, sier Haakonsens manager, Henning Andersen.

Ifølge Andersen heter årsaken til Haakonsens Sweet-engasjement Ståle Møller. Han er en av grunderne bak Sweet, og designansvarlig i firmaet.

– Terje ble godt kjent med Ståle for et par år siden, da de samarbeidet om å lage en is for Diplom 1s, forteller Andersen.

Han understreker at Haakonsen ikke har gått inn med noe millionbeløp i Sweet. Han gjør det heller ikke for å tjene penger. Engasjementet er først og fremst tuffet på vennskap.

– Ståle og Terje er begge enere på hvert sitt felt. Det er nok årsaken til at tonen er så bra, mener Andersen.

Beintoffr løp

– Blide jeg og Terje er veldig interesserte i hva gutta i Sweet har på i sin påske. Henning er kjempebra, og Ståle Møller er en fascinerende person. Han har det både i hodet og hendene,

skryter Andersen.

Sweet Protection AS lager beskyttelseutstyr, og har så langt lansert to hjelmer. En for skå- og brevelkjørere, og en for etvepadiere. Målet er verdenslansering. Hjelmene selges i dag over store deler av Europa, Japan og USA.

– Løpet de har lagt er beintoffr for en liten bedrift fra Trysil og Norge. Men lykkes de kan dette bli en middels stor virksomhet som tjener gode penger, sier Andersen.

Oppgøende

Ståle Møller er veldig glad for å ha Terje Haakonsen med på laget.

– Som type er han veldig oppgøende, og kommer hele tiden med rytlig innspill. Samtidig er han en viktig døråpner i markedet, sier Møller.

Så langt har Haakonsen bidratt til at flere kjørere i verdenscupen i dag konkurrerer med Sweet-hjelm på hodet. Det er også lettere å få kontakt med de rette folkene med Haakonsen som referanse.

Men sjøl bruker ikke Haakonsen Sweet-hjelm. Arbeidsgivere heter Burton, og Haakonsen konkurrerer i utstyr fra Burton.

– Han har brukt Sweet-hjelmen en gang. Det var i fjor under US Open i Aspen.

1.000 hjelmer

Terje Haakonsen besøkte Trysil

Kulturprisen til Jo Gjermunds

Forskningsleder i Etnografisk institutt, sies Gjermunds, og leser



GLAD: Daglig leder Atle Enberget i Trysil-firmaet Sweet Protection AS er kjempenøyd med å ha snøbrettstjernen Terje Haakonsen blant aksjonærene. Foto: Ola Moltzen

og Ståle Møller for et par uker siden. Han var i Trysilfjellet en tur, og stakk innom Sweets lokale.

Sweets daglige leder Atle Enberget sier at Haakonsen på lik linje med alle andre investorer oppdateres jevnlig om hvordan det går.

– Vi har solgt rundt 1.000 hjelmer så langt. Bare hos Jula Sportshop i Trysilfjellet er det solgt over 60 stykker i vinter. Det synes vi er meget bra. For så langt har all vært for testsalg å kunne, sier Enberget.

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We create superior protection
inspiring people to
push their boundaries

STRONGER, LIGHTER, BETTER



VISION

The provider of confidence

MISSION

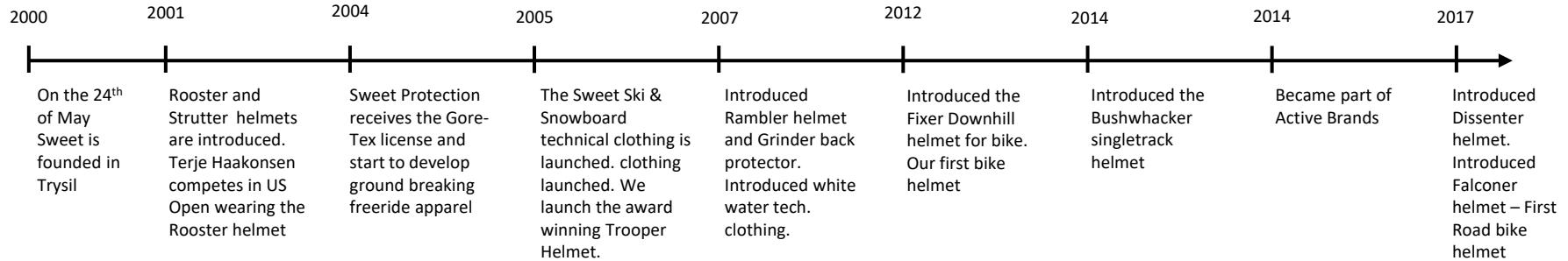
We create superior protection inspiring people to push their boundaries

VALUES

Performance, attitude, integrity, teamwork



Sweet Protection highlights



Some of our achievements

- Norwegian Design Council's Award for Design Excellence. Both Rooster and Strutter helmets – 2001
- ISPO "Brand New Award" – 2003
- Playboating Magazine, "Best piece of software of the decade" – 2004
- Men's Journal USA, "Best gear of the year" – 2004
- Norwegian Design Council's Award for Design Excellence. Both Trooper helmet and Crusader apparel – 2005
- Norwegian Design Council's Honours Award, Trooper helmet – 2005
- Norwegian Design Council's Honours Award, Crusader Outerwear – 2005
- ISPO Board Sports Award, Best piece of Outerwear – 2010
- ISPO Award, Igniter helmet – 2012
- Enduro Magazine Germany , Design & Innovation award, Bushwhacker helmet – 2014
- World of MTB, Best of 2014, Bushwhacker helmet – 2014
- Enduro Magazine Germany , Design & Innovation award, Mudride shorts– 2015
- ISPO Gold winner, Rooster Discesa RS helmet– 2015
- Freeskier Magazine, Blaster and Trooper helmet, Editors' Pick – 2015
- Backcountry skier Canada, Bushwhacker Carbon MIPS, Gear of the year award – 2016
- Ski Magazine, Grimnir, Gear of the year award – 2017
- Mountain BIKE Magazin – Germany, Bushwhacker helmet – Best in Test (TÜV) – 2016
- Design & Innovation Award 2017 (Germany) – Falconer Aero helmet – 2017
- German Design Award – El Duderino shorts - 2017

We are designers, developers, sales men and women, marketers, production and purchase workers with a passion for making the best helmets, protection gear and apparel for bike, ski, snowboard and paddlesport the world has ever seen. Whenever we get the chance we all use the products we make in the activities we love doing.

In the sweet spot between world class impact protection, light weight and low volume, we make the world's best and safest performance helmets and protection gear.

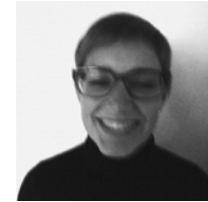
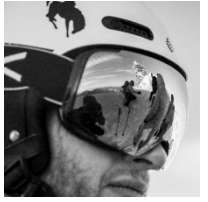
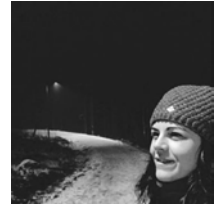
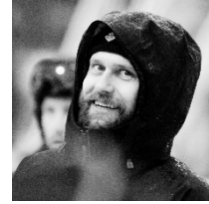
Our passion is our users safety.





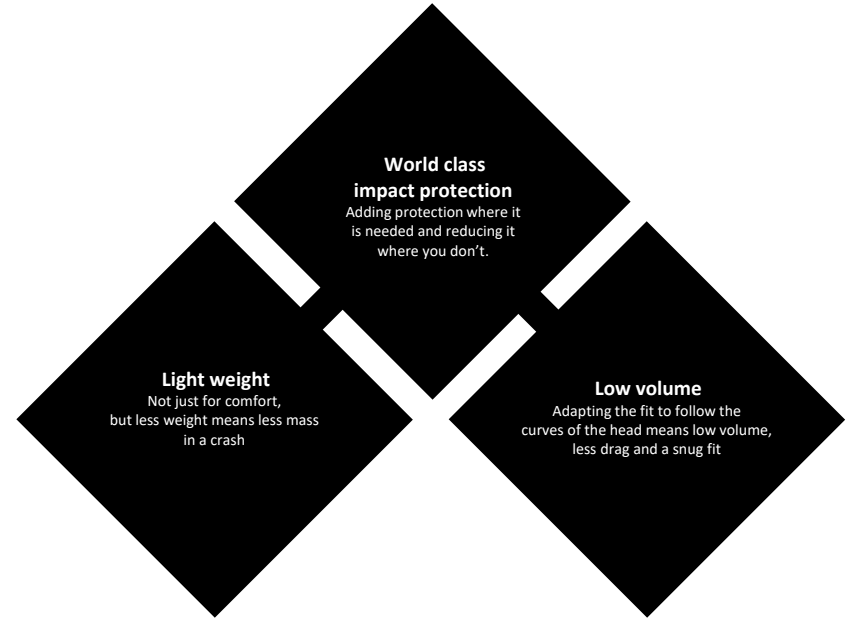
Our design philosophy –
Stronger. Lighter, Better. Shines through in all our products
regardless of activities

BIKE (AS)		SKI/ SNOWBOARD (AW)		KAYAK (AS)
Mountain bike - Enduro and single track	Road	Mountain - Freeride, Touring and All mountain	Race	White- water



The Sweet Protection Helmet Philosophy

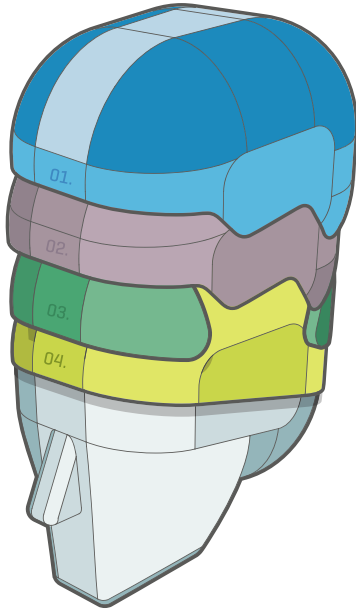
The secret behind making the best and safest high performance helmets is in the sweet-spot between world class impact protection, low volume and light weight.



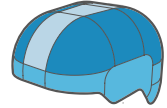
Our passion is your protection

Sweet Protection helmet structure

All our helmets are constructed with interconnected layers of protection, enabling us to create helmets with low volume, light weight and still offering world class impact protection. Our highest performing helmets consists of four layers offering the ultimate safety:

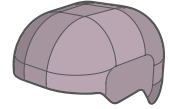


01. SHELL



Each shell consists of several parts that has variable elasticity and rigidity. The properties are tuned to work with the anatomy of the skull, protecting the weak spots without adding unnecessary weight or volume.

02. LINER



The liner is the main shock absorbing structure. We use different thickness and density of the especially engineered EPS foam with ideal crush characteristics for different panels of the helmet

03. IMPACT SHIELDS



Sweet Protection impact shields distributes impacts from the inside over a larger surface area. Works where the head has a sharper geometry

04. MIPS



The mips brain protection system is a helmet-integrated, low friction layer designed to reduce rotational motion transferred to the brain from angled impacts to the head.

Endorsed by world leading athletes since the very beginning



Aniol Serasolses

2016 Winner Adidas Sickline
– Extreme Kayak world
champion w/record time.

2016 – First expedition Indus
River. A ton of firsts around
the world



Tracy Moseley

DH world champion

Three-time Enduro World
Series champion

Numerous national and
European titles



Aksel Lund Svindal

Two-time overall World Cup
champion

Olympic gold medallist

Five time World Champion

The first male alpine racer
to win titles in four
consecutive world
championships.



Terje Haakonsen

Legendary Snowboarder.
Dominated Freestyle
competitions in the 1990s.

Some highlights are

3xHalfpipe world
championships.

3xUS Open Halfpipe winner.

7xMt Baker Banked Slalom
winner.

Revolutionized the sports.



Henrik Kristoffersen

Already the most
successful Norwegian in
the history of World Cup
slalom competition.

First to win the four classic
slalom races in Adelboden,
Wengen, Kitzbühl and
Schladming in the same
season.

Youngest male medallist in
Olympic alpine skiing.

Winning tests and receiving awards since the very beginning



MERKET FOR GOD DESIGN
NORSK DESIGNRÅD

Rooster
Norwegian Design Council's
Award for Design Excellence.–
2001



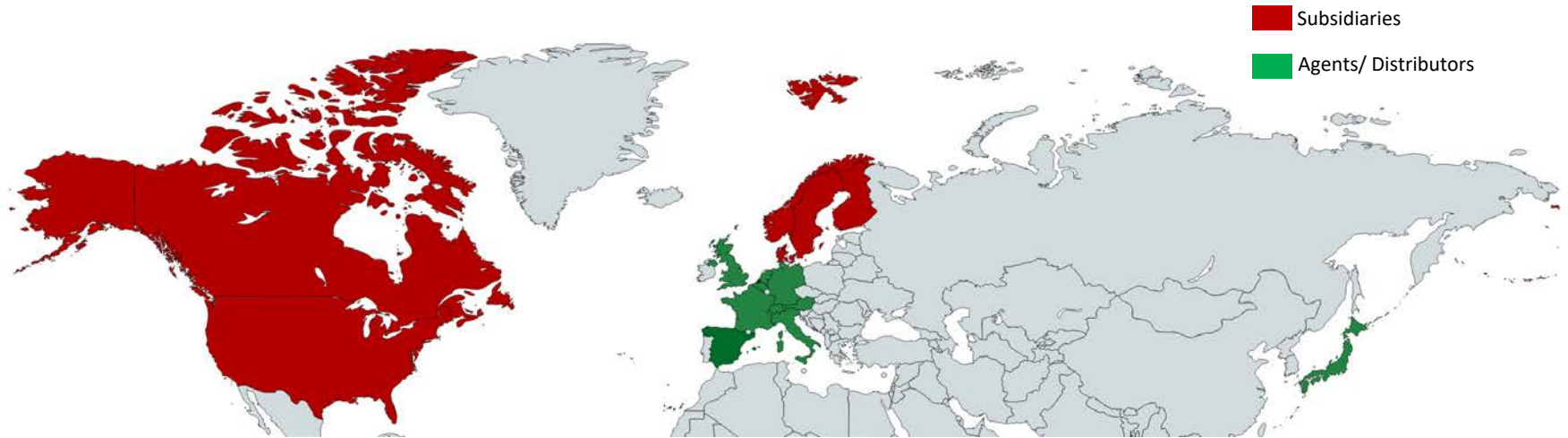
Falconer
Design & Innovation Award



Bushwhacker MIPS
Best in test "All Mountain/ Enduro"



Represented across the world



- NOK 100 mill in 2016
- 25% annual growth going forward
- **Export and Bike category biggest growth accelerator**

WHY BIKE?

We can create Stronger,
Lighter & Better products



The customers are the same in the summer season in many cases



Size of market:

Mid to high-end bike

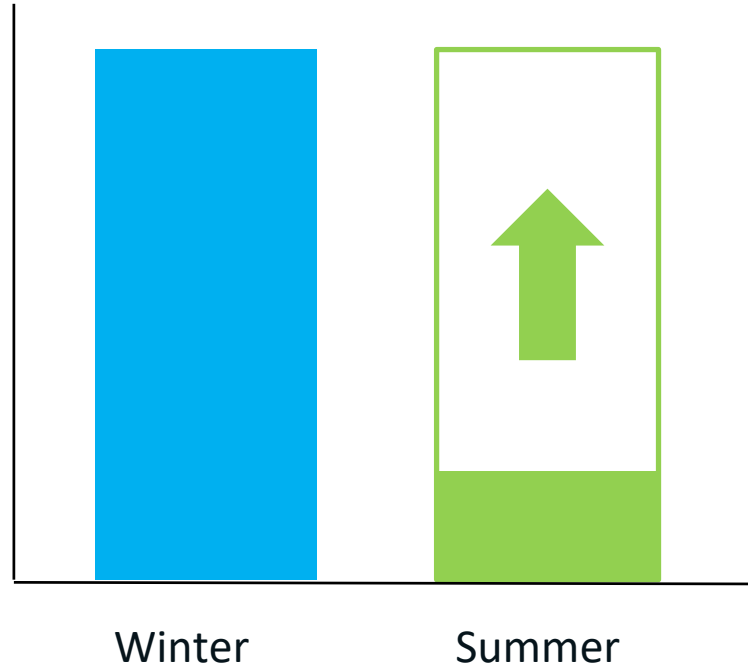
helmets in Europe and

North-America combined:

NOK 3 000 000 000



Balancing the business,
reaping from know-how
on protection technology



We seem to bring out our bikes earlier, and put them away later

