



# PURENorway

THE SUSTAINABLE LIFESTYLE BRAND



## SUSTAINABLE LIFESTYLE BRAND

**Primary Consumer Target:** Active Men & Women 18+

**Secondary Consumer Target:** Active Families

**PURENorway** is an innovative, sustainable Nordic brand inspired by Norwegian nature and made for people with an active lifestyle. We care about nature and we care about people.

- 👑 **Registered in 2005** and sold across Europe and in the U.S.
- 👑 All products are in line with **high quality, Nordic design, responsible production, ethical labor and use eco-friendly & recycled materials**
- 👑 PURENorway® **donates 1% of revenue to cleaning sea pollution**
- 👑 By 2024, PURENorway® aims to **reduce their plastic use by 80%**

### Brand Attributes

- 👑 Innovation
- 👑 Norwegian Nature
- 👑 Norwegian Design
- 👑 Environmental Awareness
- 👑 Respect for Nature
- 👑 Gender and Age Neutral

### Licensing

- Successful **outdoor gear collaboration** with MAGICSTORE and SAVE THE TREES
- **Footwear collaboration** with Kondor
- 👑 **PURENorway Ice Cream** available in 5 flavors
- 👑 **PURENorway CLEAN** line includes hand sanitizer, disinfecting wipes, face masks and personal protection kits
- 👑 **Coming 2022: PURENorway Water** captured at the source from the ancient glacial belts of Norway
  - 👑 One of the few companies in world that produces Still & Sparkling Water in aluminum cans
  - 👑 Environmentally friendly and a smart solution to plastic use

### Open Categories

- |                    |                          |
|--------------------|--------------------------|
| 👑 Apparel          | 👑 Home                   |
| 👑 Accessories      | 👑 Bedding                |
| 👑 Footwear         | 👑 Blankets               |
| 👑 Bags & Backpacks | 👑 Camping & Outdoor Gear |
| 👑 Extreme Sports   |                          |

### Ready to experience PURENorway? Contact us today!

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[www.purenorway.no](http://www.purenorway.no)