

# DEVOLD

LANGEVÅG-NORGE

For Immediate Release

Contact: Henrik Lumholdt  
Devold, Inc.  
612-509-0709  
Hlumholdt@aol.com  
www.devold.com

Barb Ernster  
Media Contact  
763-502-0792  
[bernster@pclink.com](mailto:bernster@pclink.com)

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

## Lars Monsen and Devold team up for Canadian expedition And new collection of technical wool clothing

MINNEAPOLIS, Minn.—January 2, 2001—Since March, 2000, Norwegian author, journalist and explorer, Lars Monsen, has been traversing the breadth of mainline Canada, on a trip that is expected to last up to 42 months. Monsen started at Kaktovik (Barter Island) in the Arctic Ocean of Northern Alaska, and is expected to finish at Battle Harbor on the Labrador Coast. He will cover roughly 5,000 miles on foot, by dog-sled, ski, canoe and kayak. During the trip, Monsen will test and develop a new collection of technical wool sweaters, long underwear and socks for Devold, Norway's most experienced wool clothing manufacturer, and main sponsor of the expedition.

Devold has a long history of providing high performance wool clothing for arctic explorers and mountaineers since 1853. Monsen has used Devold products for more than eight years on other expeditions in Norway, Sweden, and Finland, as well as many in Alaska. On the Across Canada Expedition, Monsen will face cold, down to 60 below zero, and lower. Factoring in wind-chill, the temperatures will be extremely frigid. These extreme conditions,



TRULY CLASSIC FASHION  
SINCE 1853

### **Some tidbits on Lars Monsen:**

Born 1963 in Oslo, Norway. Freelance journalist with expertise in outdoor life and extreme wilderness expeditions. Writes for "Villmarksliv" (translated: "Wilderness Life"), the biggest outdoor magazine in Norway.

Has published seven books and more than one hundred articles. One of the best-selling authors in Norway in his field (some 90,000 copies). His latest book is about 175 brown bear encounters in Alaska.

Has spent more than 2,600 nights in the wilderness, more than half in winter, often north of the Arctic Circle. Does not have a home, but possesses some 36 different tents and two cabins, including a road less one close to the Arctic Circle.

Has survived four months in the mountains without a tent, with just a shovel and a little tarp.

Has twice survived solely on dog food for a week, first in summer with 10-hour day hikes and nearly 70 lbs. on his back, the second time with low activity in cold winter conditions.

Has been invited to hold talks by The Norwegian National Defense, The Swedish Military Survival School, and a large number of equipment manufacturers and private firms.

Honored as Norway's Most Significant Outdoorsman of the Millennium, second only to 100-year-old adventurer Helge Ingstad.

however, effectively test and prove the performance of Devold's wool products.

Devold will introduce the new collection, called Across Canada®, in its 2001 line with a pair of long underwear. It is a unique combination of an inner layer of Outlast® and outer layer of Devold's Merino/Aquaduct® wool.

Outlast is an innovative, high-tech fiber that is able to collect and store body heat during periods of exertion, and release it during cool-down times to maintain a steady comfortable temperature. Combined with an outer layer of Devold's 100% soft Merino wool treated with Aquaduct®, the underwear provides outstanding wicking ability for dryness, and continuous warmth. (See catalog and product release for details). A pair of socks, made of the same Outlast/Aquaduct combination system is also introduced this year.

Following the trip, Monsen plans to write a book and a series of articles about the expedition, and pursue TV productions. For details on the expedition, visit Lars Monsen's web site at [www.larsmensen.no](http://www.larsmensen.no). He is available for interviews anytime during the expedition, to discuss the project and the challenges he is facing.

###

For more information, contact Barb Ernster, 763-502-0792, or [bernster@pclink.com](mailto:bernster@pclink.com). Photos of the expedition are available.

# DEVOLD

LANGEVÅG-NORGE

For Immediate Release

Contact: Henrik Lumholdt  
Devold, Inc.  
612-509-0709  
Hlumholdt@aol.com

Barb Ernster  
Media Contact  
763-502-0792  
[bernster@pclink.com](mailto:bernster@pclink.com)

[www.devold.com](http://www.devold.com)

## Vrikke knitwear collection strengthens Devold's fashion collection for women

MINNEAPOLIS, Minn.—January 2, 2001— Devold's recent merger with Vrikke is in response to consumer demands for fashionable resort wear and women-specific designs. Vrikke is a very fashionable line of wool sweaters, vests, jackets and skirts for the fashion, resort and ski lifestyle.

The sweaters are designed by Norwegian designer, Irene Haugland Zahl, who is greatly influenced by the folklore traditions in middle and eastern Europe. Her impressionistic patterns and designs are individually crafted, utilizing multiple colors, artwork and compositions, stunning embroidery and creative detail. The sweaters come in a variety of styles, including short and long cardigans with pewter clasps or buttons, and pullovers with crew necks.

While new to the North American ski and outdoor markets, Vrikke is easily recognized as authentically Norwegian and high quality fashion-wear that is highly treasured for years. Retail prices range from \$180 to \$230.

High resolution photos are available. Contact Barb Ernster at 763-502-0792.

###



TRULY CLASSIC FASHION  
SINCE 1853

# DEVOLD

LANGEVÅG-NORGE

For Immediate Release

Contact: Henrik Lumholdt  
Devold, Inc.  
612-509-0709  
Hlumholdt@aol.com

Barb Ernster  
Media Contact  
763-502-0792  
[bernster@pclink.com](mailto:bernster@pclink.com)

[www.devold.com](http://www.devold.com)

## Devold broadens technical underwear and sock line

MINNEAPOLIS, Minn.—January 2, 2001— To build upon its very popular, high performance long underwear series, Devold has introduced several new products to the mix. The broader line offers very functional and comfortable long underwear for outdoor sports ranging from low-activity recreation to polar expeditions. The company has also broadened its wool sock series, offering products for skiing, snowboarding, hiking and backpacking, hunting and casual use.

### **Across Canada® by Devold**

Devold has developed a unique technical underwear, called Across Canada®, made with an inner layer of Outlast® fabric, the world's first thermostat for textiles. Devold is the only company to use Outlast in technical long underwear. Outlast is an innovative, high-tech fiber with PCM microcapsules, which are "baked" into the textile fiber. This process allows the fiber to absorb body heat when you are exerting yourself, and return it when you cool down, thereby maintaining a controlled, steady temperature whether you are active or resting. The outer layer is made of Devold's 100% soft Merino wool treated with Aquaduct®, which provides outstanding wicking ability for dryness and warmth.



TRULY CLASSIC FASHION  
SINCE 1853

Across Canada® underwear takes its name from a three-year, 5,000-mile continuous walk across Canada that Norwegian explorer and journalist, Lars Monsen, is currently undertaking. Monsen is helping to test and develop wool products for Devold. Across Canada long underwear is based on Monsen's first six months of the trip . It is available in crew neck or polo w/zip shirts that have extendable arm lengths with thumb holes to keep wrists and hands warm. The long johns and shirts each retail for \$59.00, and come in green or black. Available in unisex sizes now, they will be available in gender-specific sizes later this year.

### **Terry Wool**

In response to demands for durable, functional underwear for hunting and fishing sports that require standing still for lengthy periods, Devold has introduced the new Terry Wool long underwear. The terry cloth weave on the inside provides an extra thick insulating air cushion to keep you warm during less active times, and absorbs perspiration to keep you dry when exerting and sweating. These are ideal for sitting in a deer stand or duck blind, fly-fishing, ice fishing or everyday use in cold weather.

The polo with short zip and crew neck shirts have extendable arm lengths with thumb holes to keep hands and wrists warm at all times. The long johns and shirts come in green or black and retail for \$59.00 each. Available in unisex sizes, they will come gender-specific sizes later this year. Devold also produces the *Aquaduct*®, *Active* and *Nature* series of long underwear for multiple outdoor recreation interests.

### **Devold Socks**

Devold continues to expand its wool sock program, and has introduced three new socks: The *Action* sock, *Sport* sock and *Hiking* sock. The Action sock, made of Sportwool™, is ideally suited to high boots used in alpine and

telemark sports, and snowboarding. Sportwool was developed by the International Wool Secretariat and is commonly used in soccer clothing and other action sportswear because of its high permeability and excellent wicking properties. Devold chose Sportwool for its ability to prevent damp, sweaty feet and create a cooling effect. The Action socks are also reinforced with Lycra in the instep, ankle and neck for fit and comfort. They are available in knee and calf lengths.

The Hiking sock, also made of Sportwool, keeps feet dry and comfortably warm without overheating, on extended hikes and overnight trips. The toe and heel are reinforced with Blisterguard™ to reduce friction and avoid blisters. These are ideal for use with permeable membrane footwear, such as Gore-Tex.

The Sport Sock is a thin wool sock, ideal for hiking in natural terrain. The Lycra-reinforced sole, ankle and instep promote a comfortable fit and resist wear.

Devold also makes a Hunting sock, Aquaduct® sock, Nansen sock and Everyday sock. Retail prices range from \$14 to \$24.

###

High-resolution electronic photos are available. Contact Barb Ernster at 763-502-0792.