

Svala

FINLAND



**A high-quality garment is the best
choice for the environment.**

+
Kärsämäki

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From used army coats to high-tech garments

Our company history began in post-war Finland, in the year 1955. Fabric, like much else, was scarce, so the Svala family began making work clothing for the family's men from used army coats. Soon, clothes were also sold to people outside of the family.

During the decades, the company has changed with the times and reacted to new requirements, but it still hand sews its products in Kärsämäki, Finland. From manufacturing traditional sweatsuits and basic underwear, the operation has evolved to producing first-class under and midlayers.

Close to nature

Kärsämäki is a small, rural municipality of 2,600 inhabitants located in the middle of nature. So it is only logical for us that nature also defines our products and our operations. The garments we manufacture are used in nature activities and work tasks, and are tried by the different requirements set by four different seasons.

Ecology and sustainable development are important to us also when it comes to the manufacture of garments. Our new production facilities, which were completed in 2018, have been built to be energy efficient and to use green energy. On pages 10 to 13 of this catalogue, CEO Onerva Aakko will give more detailed information on how, in addition to sustainable development, social responsibility is also realised within the factory and the tight-knit community of Kärsämäki.



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

We are pleased to inform you that most of our products, from underlayers to hoods, 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 percent 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. In Kärsämäki, you can also visit the smaller villages of Venetpalo, Miiluranta 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 the home town of e.g., **musician Paula Vesala**, **politician Kalevi Hemilä** and **actor Matti Ristinen**. They have all made their mark far beyond the region.

Elina, **Aino** and **Daa** instead are still living in Kärsämäki. 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.

Environment and responsibility

A high-quality product is the best thing for the environment

Almost all of our products are hand manufactured in Käräsämäki and the rest elsewhere in Finland. We think that a high-quality garment with a long lifespan is the best thing for the environment.

- we are not part of fast fashion
- we use a minimal amount of seams in our products, which improves wearability and adds to the products lifespan
- products are made from top-of-the-range materials
- thanks to the technical and natural qualities of the products, a good airing is often enough, which reduces the amount of washing

A firm **NO** to plastic packaging

Our product packaging is manufactured in Finland, so in addition to being plastic-free, the short transport distances of the packaging also contribute to sustain-

able development and energy efficiency. On the packaging, we also encourage our customers to reuse the packaging. We even give out awards for the best uses.



Our packaging is plastic-free and manufactured in Finland.

Small piece, big importance

When cutting fabric according to patterns, there is no avoiding off-cuts. The pieces, which are too small for making other products, are donated to local schools as well as hobby sewists and crafters. For them, a small piece can be of big importance.

Repair service lengthens the products lifespan

Even the best may need repairs sometimes. If a Svala product rips or is worn through, we offer a repair service to fix it. We can also repair products from other manufacturers, if need be.

More information about the repair service in Finnish:

svala.com/vastuullisuus/korjauspalvelu



Mulesing-free Merino wool is an ethical choice

Mulesing is a surgical procedure which is painful for the sheep. Its purpose is to prevent parasitic infection. The intention is good but the procedure is not. Thanks to public discussion, new methods have been developed to replace this painful procedure. These methods, however, add to the expenses of sheep farming, which in turn makes mulesing-free Merino wool more expensive.

Flexible use of surplus knits

At our factory, we also manufacture product batches that differ from our normal range for companies. Even after meticulously calculating material use, there may still be some knit left over. Unlike in an automated textile factory, our flexible production is able to utilise the surplus by making special batches of products for our outlet and webshop.

Quality is in the details

A high-quality product is comfortable and durable. The final quality of the product is affected by material and design choices and attention to detail.

Technical material solutions

Polypropylene transfers moisture and stays odourless

Polypropylene is an extremely durable and highly breathable material.

It does not bind moisture to itself, instead transferring it away from the skin to outer clothing layers. The skin stays comfortably dry.

Heat-regulating polypropylene mesh

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

The polypropylene we use is silver-ionised, which is an antibacterial treatment that penetrates to the core of the fibres. This is done before spinning the yarn. The treatment withstands washing, and the garment stays odourless and fresh for longer.

Silver-ionised polypropylene mesh is an extremely light, flexible and durable material.

Combining natural and technical features

The two-layer structure of our Merino Extra Warm products ideally combines natural features with technical functionality.

The lower layer is polypropylene knit, which transfers moisture away from the skin.

The outer layer is Merino wool, which also has moisture-transferring natural features. In addition, the Merino wool with its long fibres forms air pockets that bind body heat.

This way, a Merino Extra Warm garment will keep you both dry and warm.

Note!

Avoid using cotton underwear, as it gathers moisture making the features of the technical midlayer lose its function.

Usability solutions

Knowledge of natural conditions and anatomy combined with experience

The practicality of our products is based on decades of accumulated knowledge on the human body, natural conditions and suitable materials. Our own experiences and customer feedback has helped us find the optimum solutions.

Product details

The number of seams has been minimised.

The seams that are next to the skin are **flatlock seams**.

The shirts have **long hems** to protect the back.

The smooth knit used on the shoulders prevents chafing and evens out pressure caused by shoulder straps.

Thumb loops ensure that the wrists stay warm.

Moisture transferring undergarments **do not stick to the skin**.

The material stretches and **conforms to the movements of the body** in all directions

The **hems of the neckwarmers are long enough to protect** the chest and back.

Merino wool garments can be used as **both under and midlayer**.

In the hood designed for winter activities, the “hinged” lower part of the hood can be easily moved under the chin to make drinking easier.



5108 Merino Extra Warm Shell hood

Functional details

Protection from wind
High zippered collar.

Flatlock seams
Carefully crafted flatlock seams do not press or chafe the skin. Also, the number of seams is minimized for maximum usability.

Long sleeves
The arms have excellent mobility when wearing the garment. The wrists will not be exposed when cycling, for example.

Thumb loops
Optimally positioned thumb loops do not pull or rub against the skin.

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

Tips:

- When it comes to Merino wool or mesh garments, airing is often enough to freshen up the garment.
- When trying to decide the right size of a mesh garment to buy, choose the smaller of the two options.
- The features of a mesh garment work best when the garment is tight to the skin.
- Thermal Flex mesh garments always sit next to the skin.

1342 Merino Extra Warm shirt, Zip Neck
2340 Merino Extra Warm pants, Regular Fit

Reliable Svala garments for a variety of uses

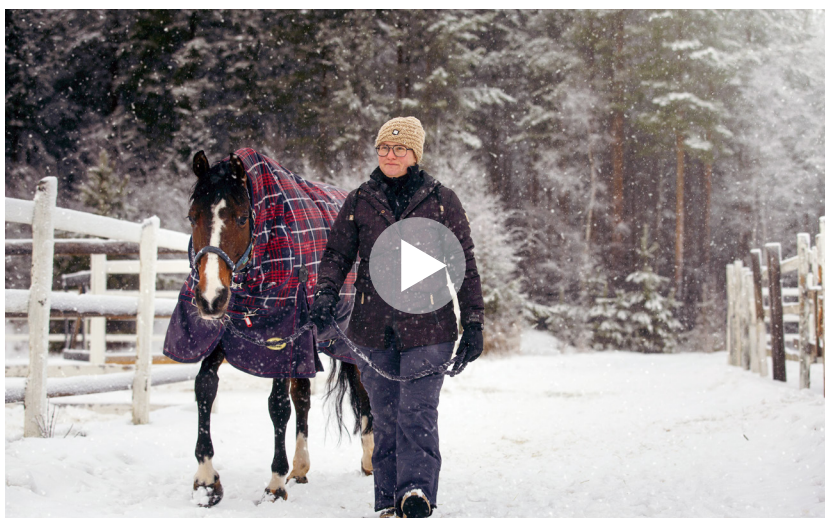


“You need to be able to trust your gear”

“I feel that hunting should be comfortable. This is ensured by the right gear”, Piippo says.

One of Finland’s most popular hobbies is hunting. It is also **Matti Piippo**’s hobby.

[See the video](#)

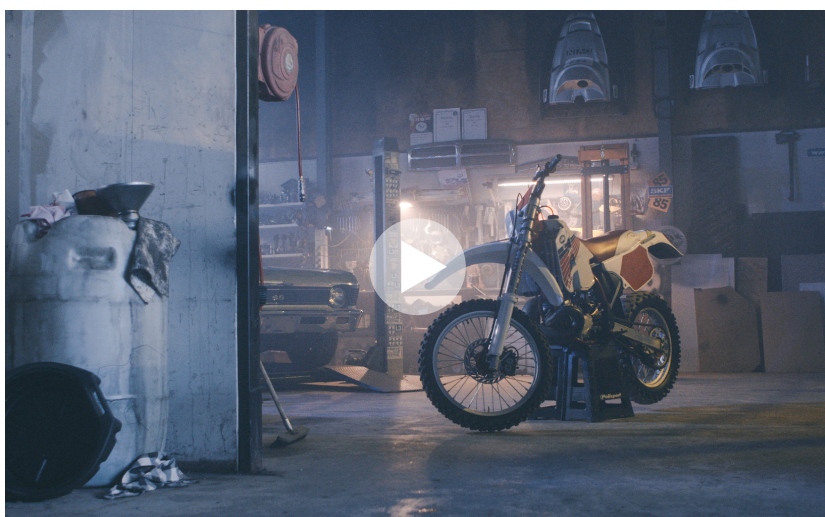


The right clothing makes all the difference outdoors

“This really is a field you grow into. In this line of work, you have to want to spend time in nature and with animals. The greatest thing about this lifestyle is the freedom it gives”, says **Tanja Takkula**, a stable entrepreneur from Haukiputaa in Oulu.

“Layering is key when working outdoors like this. If you need to spend time both indoors and outdoors, you have to have the right clothes for both”.

[See the video](#)



Enduro all year

Mika Ylilehto has always liked riding bikes. With or without a motor. When you get on a bike, you can’t think of other things, like work and so on.

“Enduro is driven all year round and the weather is often cold, windy and rainy. This makes it important that the wind cannot get to your skin. Often there is moisture from both outside and inside the clothing, so the right underlayer is key. You have to have good gear.” Mika says.

[See the video](#)



A guide to layering

[See the video](#)





Clothes for the village and the world

“So, when’s the Christmas coffee do?” says a man from the village, as he interrupts the meal of CEO Onerva Aakko.

“We’re still planning it. We don’t have an exact date yet, but we’re not giving up on the tradition. We’ll let people know soon”, answers Onerva. It is likely that this villager will pop by the factory shop before Christmas, knowing he will have a warm welcome. And a cup of coffee.

TEXT MIKKO NISKANEN PHOTOS HARRI TARVAINEN

A need for clothing

Kärsämäki in 2020. There are 2,578 inhabitants, about 3 to 4 per every square kilometre of the municipality. The municipality was most densely populated in the 1950’s and 60’s. Back then, there were about 4,000 inhabitants. It was Finland after the war, where a shortage of necessities was reality. But, with the support of the community, an inventive person could create something long-lasting, even under those circumstances. This was the case with Svala.

The story of Svala begins in the mid-1940s, after the war years. In those difficult times, the women in the Svala family made work clothes for the 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. In 1955, she founded a company named Kärsämäen Trikoo, and started making men’s underclothing. As the business grew in the 1970’s, the company first began using the name Oy Finnsvala Ab, mainly because of growing sales to Sweden.

Changing with the times

At the height of the mass production years of the 1970s and 1980s, as many as two hundred employees worked at the factory. 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.

Finnsvala has often been referred to in Finland as the Kärsämäki region’s little miracle. And it is: a perseverant family company that has grown from the founding couple Elli and Paavo Svala’s living room to a business at the cusp of international success headed 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 community, society and world politics”, Aakko says, linking the company’s changes with its surroundings.

A green thought

The Svala factory is located in the middle of Finnish nature and the products that are produced are at their best when worn in nature activities. It is, therefore, only natural that environmental issues are an important factor in the new factory, completed in 2018. Green energy in the form of geothermal heat and the use of hydroelectric power describe the attitude, in which responsibility is present in all activities.

“Our company has a great reputation, and now we want to take it forward towards new challenges and opportunities without overly straining the environment. We even encourage our customers to reuse our cardboard product packaging. We also want to give back to the community. It is not repaying a debt, it is part of our social responsibility”, says Onerva Aakko, summarising the policy that is part of the company’s heritage.

In addition to providing jobs, the give and take with the area is seen in small, but important acts within the community.

“We maximise the use of our production materials. Small off-cuts that we cannot use ourselves, are donated to various places. Pieces of padding go to schools for stuffing soft toys and surplus knit fabric goes to e.g. hobby sewists”, says Onerva, describing the way waste is minimised in a useful way.

“Our company has a great reputation, and now we want to take it forward towards new challenges and opportunities without overly straining the environment.”

Onerva Aakko

During the exceptional year of 2020, Svala also wanted to repay the municipality’s compliance: the students as well as the staff of the local upper school and upper secondary school received Svala face masks for their use.



Ready to succeed and develop

The surrounding circumstances can change, but the manufacture of products in the municipality remains. A top-notch working environment, maintaining wellness at work and the appreciation of the employees' craftsmanship are part of the inhouse responsibility and product quality upkeep.

As the company develops and things change, more employees are hired and the export of Svala products especially to Central Europe is now a reality.

“When designing the new factory, growth and the adaptability of the facility were also taken into consideration. Who knows where the development of technical clothing will take us. In the future, the facility could be used to house completely different machines and manufacturing materials”, Onerva says, returning to the changes caused by circumstances.



Service with a factory guarantee

The CEO has quickly left her office in order to serve customers in the factory shop. A father and son headed to the fields in the north have stopped to buy some Merino clothing.

“So, what will it be?” ask Onerva.

“Let us do business and the boy can sit at the table and enjoy the treats on offer.” The boy's father has noticed the bowl of sweets on the table.

As boy tries to enjoy the treats of the table, he is interrupted by his father fitting a Merino wool hood on his head.

Purchases are made and the sweets disappear. After a while the shorter one leaving the shop has new hood and the taller one is carrying Svala bags with a mesh underlayer along with a Merino one. A good deal.

Onerva Aakko

- born in Kärsämäki in 1971
- graduated as a clothing designer from Kuopio
- has worked in the textile industry before e.g. as a product designer and production manager
- has been the CEO of Finnsvala since 2015
- plays saxophone in the Kärsämäki brass band in her free time and spends time with her dog and cats
- spouse Kimmo Aakko is in charge of Finnsvala's marketing and export
- has two teenage sons

Surrounded by nature and protected from the weather

Fjelds as far as the eye can see, surrounded by northern nature that fascinates in every season. A ski patrol's work location is an outdoor person's paradise.

TEXT **HANNA PERKKIÖ** PHOTOS **SAM HEDMAN**, INSTAGRAM: @SAMSBIlder

Herman Fogelberg has been skiing and telemark skiing since he was a teenager. He is now in his sixth season as a ski patrol in the Hemava-Tärnaby area. A love of the fjelds, winter and nature activities is what made the boy from Vaasa choose his current work place.

"I felt I was ready to help and guide people, and I knew I fulfilled the requirements of the job. They can include anything from skiing to climbing up ski elevator poles and preparing for avalanches", says Herman.

Ski patrols are like the piste medics, police officers, caretakers and hosts all rolled into one. The most important job is to provide injured people with first aid and ensure that they receive necessary treatment. As an avalanche technician, Herman is also able to make professional avalanche predictions.

The preventative safety measures of ski centres also include the maintaining of signs, fences and protective mattresses as well as caring for the safety of ski lifts. A ski patrol also instructs the skiers and monitors the compliance with these instructions. They also help the other employees of the ski centre.

"Helping is an important part of my job, as well as being able to offer skiers the best and safest possible experience", Herman says.

As the ski season ends, some of the ski patrols switch to servicing the lifts and the ski

centre and to plan the next season. Before the beginning of the next season, artificial snow is made.

Challenging conditions

The area surrounding the ski centre contains everything from small birches to open planes. At its highest point, the elevator reaches 1,150 metres from sea level. The weather also varies

Challenging work conditions and the varied tasks set high demands for clothing as well

a lot; sunshine, blizzards and everything in between. The temperatures range from -40 degrees in the middle of winter to a mild +15 in spring time.

Sometimes Herman and his colleagues have to help skiers in challenging locations: steep inclines or off-piste. Challenging work conditions and the varied tasks set high demands for clothing as well.

"I perform tasks every day that raise my pulse and make me perspire. On the other hand, sometimes I have to sit outside with injured skiers for long periods of time in the snow and cold."

Herman uses Svala products almost daily, as they keep him warm and dry. A good fit that



allows for movement is also important when skiing, climbing poles or digging in deep snow.

Herman's tip for other people enjoying the outdoors is to favour layering. You need a moisture-transferring layer against the skin, like for example a Merino wool underlayer. The outer layer should, on the other hand, be windproof.

"Feeling a bit too warm is preferable to feeling cold. It's important that the core of the body around the heart and lungs is kept warm. That's why a vest is one of my favourite garments."

A versatile adventurer

Herman spends his free time adventuring in nature both in summer and in winter. In summer 2020, he paddled for 410 kilometres along the Uumajajoki river with his spouse, from the fjelds to the coast of the Gulf of Bothnia.

Herman has been an outdoor person since childhood. In addition to skiing and telemark, his hobbies include windsurfing, paddling, mountain biking, climbing, trekking, camping, tour skating and hunting. Is there still a sport Herman would like to try?

"I haven't been climbing a lot lately, so that's something I'd like to pursue. That, and fly fishing!"



@herkkufogeli

Merino Extra Warm

High-tech for tough use

The products of the popular Merino Extra Warm range have an extremely warm two-layer structure, which combines the natural features of Merino wool with technical innovations. The inner layer is made from polypropylene, which effectively transfers moisture, and the outer layer is made from warm Merino wool to which a touch of polyamide has been added to enhance wear resistance.

Thanks to the two-layer structure, the skin is always dry and warm. Moisture is transferred away from the skin and will not cause the garment to feel cold, even when sitting still. The warmth that is bound to the knit fabric during work, sports or moving around the house will keep you warm also during breaks.

The Merino wool for the products is supplied by responsible producers, who do not use the mulesing procedure.

Barely noticeable but highly functional

- all seams are flatlock stitched, which means that physical activities or carrying loads will not cause chafing
- antibacterial to prevent unpleasant odours from forming
- a moth repellent treatment ensures a long lifespan
- the long fibres of the Merino wool do not cause itching like regular wool
- the stretchy knit is form fitting but non-restrictive

Materials:

75% Merino wool, 22% polypropylene, 3% polyamide

Care instructions

- machine wash at 40 degrees, preferably using special wool detergent
- often washing is not necessary, as airing is enough

Technical features

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



The hood can be folded behind the neck, used as a high collar or lifted up to protect the face. The hood's chin section can handily be moved under the chin.

Long sleeves
The arms have excellent mobility when wearing the garment.

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

Flatlock seams

The material has a warm two-layer structure. The inner layer is made from polypropylene, which effectively transfers moisture, and the outer layer is a mix of Merino wool and polyamide.

1341 Merino Extra Warm Shell hooded shirt
2340 Merino Extra Warm pants, Regular Fit

Merino Extra Warm



1343
Merino Extra Warm shirt, Zip Neck
 Zippered collar with wind protector, long sleeves to protect the wrists.
 Sizes: XXS-4XL (unisex)
 Colours: black, grey, petrol blue, green



1342
Merino Extra Warm shirt, Zip Neck
 Zippered collar, long sleeves with thumb loops to protect the wrists.
 Sizes: XXS-4XL (unisex)
 Colours: black, grey, petrol blue



1341
Merino Extra Warm Shell hooded shirt
 The product has a “hinged” hood, which can also be worn as a high collar.
 Sizes: XXS-4XL (unisex)
 Colour: black



1542
Merino Extra Warm hoodie
 The product has a light hood, which can be worn under a helmet, two front pockets and one pocket on the back right.
 Sizes: XXS-4XL (unisex)
 Colours: black, petrol blue



Wind-protected front split



1343 Merino Extra Warm shirt, Zip Neck
 2340 Merino Extra Warm pants, Regular Fit

1342 Merino Extra Warm shirt, Zip Neck
 1231 Thermal Flex Mesh shirt
 2140 Merino Extra Warm Bermuda shorts

1542 Merino Extra Warm hoodie
 1130 Thermal Flex Mesh t-shirt, O-neck
 2344 Merino Extra Warm lounge pants

Merino Extra Warm

Svala Merino products also as midlayers

Primary midlayer

For wear with products from the Svala Thermal Flex range when being active or working in cold conditions

Secondary layer

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



The new model has $\frac{3}{4}$ length legs. Can be worn e.g. with riding boots.



1240 Merino Extra Warm shirt, O-neck

The shirt hem is longer at the back.

Sizes: XXS-4XL (unisex)

Colours: black, grey, petrol blue, green



1140 Merino Extra Warm T-shirt

Set in sleeves, suitable for year-round use.

Sizes: XXS-4XL (unisex)

Colours: black, grey, green

6343 Merino Paanu hat
1240 Merino Extra Warm shirt, O-neck
2340 Merino Extra Warm pants, Regular Fit

1140 Merino T-shirt, set-in sleeves
2342 Merino Extra Warm pants, $\frac{3}{4}$ length

Merino Extra Warm



2340
**Merino Extra Warm pants,
Regular Fit**

Long, warm and stretchy pants, suitable as under or midlayer.

Sizes: XXS-4XL (unisex)

Colours: black, grey



2240
**Merino Extra Warm pants,
Regular Fit**

Slim fit. Long, warm and stretchy pants, suitable as under or midlayer.

Sizes: XXS-4XL (unisex)

Colours: black

NEW



2342
**Merino Extra Warm pants,
¾ length**

An excellent choice, when an extra layer of fabric inside the top of a boot or shoe would be too much.

Sizes: XXS-4XL (unisex)

Colours: black



2243
**Merino Extra Warm pants,
with front split**

Long, warm and stretchy pants with front split, suitable as under or midlayer. Popular with hunters, fishers and motorists.

Sizes: XXS-4XL (unisex)

Colours: black



2140
**Merino Extra Warm
Bermuda shorts**

Comfortable in the cool morning and also later when the day warms up.

Sizes: XXS-4XL (unisex)

Colour: black



Extremely warm Merino wool fleece jacket



3040
Wool fleece midlayer jacket

A warm, raglan-sleeved jacket with thumb loops. Side pockets and a zippered chest pocket in the front.

Sizes: XXS-4XL (unisex)

Colour: green



Merino Extra Warm



1542 Merino Extra Warm hoodie
1130 Thermal Flex Mesh t-shirt, O-neck
2344 Merino Extra Warm lounge pants



2142
Merino Extra Warm boxers
Suitable for year-round use!
Sizes: XXS-4XL (unisex)
Colours: black, petrol blue, green



2146
Merino Extra Warm underpants, lady fit
Hipster underpants for exercising or everyday use.
Sizes: XXS-4XL (ladies' sizes)
Colours: black, petrol blue

2344
Merino Extra Warm lounge pants
A comfortable elasticated waist and side pockets.
Sizes: XXS-4XL (unisex)
Colour: black



0240
Merino Extra Warm jumpsuit
Use as an underlayer, a midlayer or as loungewear.
O-neck and two-way zippers.
Sizes: XXS-4XL (unisex)
Colour: black



0242
Merino Extra Warm jumpsuit
For women, for layering or loungewear. Standing collar and side pockets. Thumb loops on cuffs.
Sizes: XXS-4XL (women's sizes)
Colour: black

Hybrids

Merino Extra Warm + Windproof hybrids

A **versatile** hybrid jacket made from Merino Extra Warm knit. To add to the versatility, windproof material has been added to the jacket's collar, neck, front and front sections of the sleeves. In addition, the cuffs have thumb loops and the pockets are zippered.



1540 Hybrid jacket
1230 Thermal Flex Mesh shirt
2340 Merino Extra Warm pants, Regular Fit

6342 Merino Svala Kårsämäki hat
1540 Hybrid jacket
1240 Merino Extra Warm shirt, O-neck
2140 Merino Extra Warm Bermuda shorts
7010 Thermal Active socks



1540

Hybrid jacket

Breathable but windproof. Also suitable for cycling. Sizes: XXS-4XL (unisex) Colour: black

Materials:

- Upper part of jacket, Merino Extra Warm: 75% Merino wool, 22% polypropylene, 3% polyamide
- Windproof knit used on collar, neck, front and front sections of the sleeves: 100% polyester



2543

Hybrid pants

The upper part of the pants is made from warm Merino Extra Warm material. Men's model. **The gusset** is made from windproof knit. **The legs** are made from Thermal Flex Mesh. Sizes: XXS-4XL (unisex) Colour: black

Materials:

- Upper part of pants, Merino Extra Warm: 75% Merino wool, 22% polypropylene, 3% polyamide
- Thermal Flex Mesh used on the legs: 100% polypropylene, silver-ionised/antibacterial
- Windproof knit used on gusset: 100% polyester

Merino Warm

Naturally functional

Merino Warm products, which have been made from completely natural materials, have been designed and manufactured with functionality in mind right down to the details. When only the best under and midlayers will do, tried and tested technical solutions are the best. The products' colour selection now also includes burnt orange and turquoise, as voted by our customers. The Merino wool for the products is supplied by responsible producers, who do not use the mulesing procedure.

For both lounge and active wear

- naturally antibacterial to prevent unpleasant odours from forming
- the long fibres of the Merino wool do not cause itching like regular wool
- can be used as under or midlayer

Material

100% Merino wool

Care instructions

- machine wash at 30 degrees, using special wool detergent
- often washing is not necessary, as airing is enough

Technical features

- Highly efficient moisture transfer from the skin
- Flexible
- Naturally antibacterial



1280

Merino Warm, O-neck shirt

A versatile shirt with a round crew neck. Pleasant on the skin. Unisex model.

Sizes: XXS-4XL (unisex)

Colours: black, burnt orange, turquoise

1380

Merino Warm turtle neck shirt

High-collared shirt. Unisex model.

Sizes: XXS-4XL (unisex)

Colours: black, burnt orange, turquoise



6343 Merino Paanu hat
1380 Merino Warm turtle neck shirt
2340 Merino Extra Warm pants, Regular Fit

Merino Warm

**100%
Merino
wool**



1280 Merino Warm, O-neck shirt
2340 Merino Extra Warm pants, Regular Fit



1380 Merino Warm turtleneck shirt
2340 Merino Extra Warm pants, Regular Fit

Thermal Flex Mesh

the peak of technical fabrics

The products of the Thermal Flex Mesh range have been made from a mesh-like polypropylene, which transfers moisture extremely efficiently and is antibacterial. The core of the thread has been silver-ionised to be antibacterial already when it was spun, so the treatment won't wear off in the wash. Silver-ionisation prevents the formation of unpleasant odours, so the garment can often be freshened up simply by airing. Limiting the number of washes kinder to the environment.

The main features of the popular Thermal Flex Mesh garments are to bind body-temperature air to its loops and remove moisture from the skin. Thanks to its high-tech features, the wearer of the mesh garment won't get cold even when standing still, as the garment will keep the skin dry and the air stored by the mesh helps the wearer stay warm. On hot summer days, on the other hand, the mesh garment acts as insulation against the heat.

Thermal Flex Mesh products are suitable for year-round use.

In the forest, on the road or on the race track

- all seams are flatlock stitched, which means that physical activities or carrying loads will not cause chafing
- the antibacterial silver-ionisation treatment has been performed on the core of the fibre, so the feature lasts the whole lifespan of the product
- Thermal Flex mesh garments are always worn next to the skin
- thanks to its stretchiness, the garment is form-fitting
- extremely popular among e.g. hunters, hikers and motorists

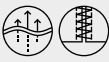




Materials:

Thermal Flex Mesh: 100 % polypropylene, silver-ionised/antibacterial

Care instructions

Machine wash at 60 degrees, use of washing bag is recommended

Technical features

- Highly efficient moisture transfer from the skin 
- Extremely flexible 
- Flatlock seams 
- Suitable for year-round use 
- Antibacterial 



1230

Thermal Flex Mesh shirt

O-neck, the shirt hem is longer at the back.
Sizes: XXS-4XL (unisex)
Colour: black



1231

Thermal Flex Mesh Hunt shirt

O-neck, smooth knit used on shoulders to prevent chafing caused by carrying a backpack or rifle.
Sizes: XXS-4XL (unisex)
Colour: green



The Thermal Flex Mesh shirt has an opaque, smooth knit on the front.



1234

Thermal Flex Mesh shirt, smooth front

An opaque knit has been used on the front of the shirt.
Sizes: XXS-4XL (unisex)
Colour: black



1232

Thermal Flex Mesh turtle neck shirt

High collar, popular for professional and casual use year round.
Sizes: XXS-4XL (unisex)
Colour: black

Thermal Flex

The Thermal Flex Mesh range is extremely popular among e.g. hunters, hikers and motorists.



1130 Thermal Flex Mesh t-shirt, O-neck
2232 Thermal Flex Mesh pants, ¾ length
2146 Merino Extra Warm underpants

Won't stick to skin.

Conforms to the movements of the body, in all directions.

Effectively transfers moisture.

The mesh structure is breathable and effectively binds air. Insulates from both cold and heat.

Silver-ionised to be antibacterial. The garment stays odourless and fresh for longer.



1230 Thermal Flex Mesh shirt
2270 Windproof pants

Thermal Flex



1131 Thermal Flex Mesh T-shirt, V - neck
2236 Thermal Flex Mesh pants



1131
**Thermal Flex Mesh T-shirt,
O-neck**
Conforms well to the body
and its movements.
Sizes: XXS-4XL (unisex)
Colours: black



1130
**Thermal Flex Mesh T-shirt,
O-neck**
Hem is longer at the back.
Sizes: XXS-4XL (unisex)
Colours: black, green



2234
**Thermal Flex Mesh Hunt
pants**
Long pants with front split,
worn against the skin.
Popular among hunters.
Sizes: XXS-4XL
Colour: green

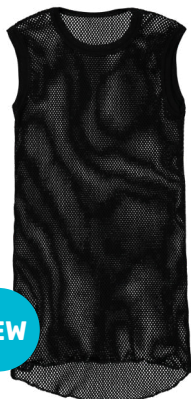


2236 (ex. 2230)
Thermal Flex Mesh pants
Long, stretchy pants, worn
against the skin. Cool when
it's hot and warm when it's
cold. Unisex.
Sizes: XXS-4XL (unisex)
Colours: black, green

Thermal Flex



1130 Thermal Flex Mesh t-shirt, O-neck



NEW

1030 Thermal Flex Mesh T-shirt, sleeveless

Discreet technical shirt.
See picture here and on
previous spread.
Sizes: XXS-4XL (unisex)
Colour: black



NEW

2232 Thermal Flex Mesh pants, ¾ length

An excellent choice, when an
extra layer of fabric inside the
top of a boot or shoe would
be too much. See picture here
and on previous spread.
Sizes: XXS-4XL (unisex)
Colour: black



2130 Thermal Flex Mesh Bermuda shorts

Smooth knit used for gusset.
Sizes: XXS-4XL (unisex)
Colour: black



1030 Thermal Flex Mesh t-shirt, O-neck
2232 Thermal Flex Mesh pants, ¾ length
2146 Merino Extra Warm underpants

Windproof

Protection from wind

The Windproof range takes into consideration the effects of physical activity and wind on different body parts. You'll stay comfortable, even though physical activity makes you break a sweat, and there is a cold wind blowing.

The garments have been made from moisture transferring polypropylene. The fronts of the garments as well as the neck and shoulders have been reinforced with a thin, windproof but breathable special knit.

The tight fitting hoods and neckwarmers have been made from a two-layer special knit, and all of the hoods feature effectively breathable Coolmax mesh on the crown.

The range consisting of four hood options is sure to contain the right hood for every situation. The hoods can be found on page 34.

For the ski track, the piste, the highway and the forest

- all seams are flatlock stitched, which ensures that physical activity won't cause chafing and a helmet won't cause pressure points.
- for challenging strong winds and high speeds
- conform to movements and hold their shape well
- thanks to its stretchiness, the garment is form-fitting

Materials:

Pants and shirts: 100% polypropylene, windproof knit 100% polyester

Hoods: 60% polyester, 35% polyamide, 5% Lycra

Neckwarmer:

Front 60% polyester, 35% polyamide, 5% Lycra

Neck section 57% Polyester, 33% Nylon, 10% Elastane

Care instructions

- Machine wash at 40 degrees

Technical features

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



Suitable for year-round use.

0211

Windproof underclothing

The front of the shirt, the neck, shoulders and the front section of the pants down to the knees have been made from Windproof knit

Sizes: XXS-4XL (Unisex)

Colour: black



1270

Windproof shirt

The front of the shirt, the neck and shoulders are made from Windproof knit.

Sizes: XXS-4XL (unisex)

Colour: black



2270

Windproof pants

The front section down to the knees has been made from Windproof knit.

Sizes: XXS-4XL (unisex)

Colour: black



2170

Windproof Bermuda shorts

The front section is made from Windproof knit.

Sizes: XXS-4XL (unisex)

Colour: black

Fireproof

Decreases the risk of accidents

Fireproof products protect when coming into contact with fire, heat or electricity either when working or during free time. The garments and accessories provide momentary protection against heat, heat radiation, flames and electric arcs. Fireproof products are 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.

Protects from heat, heat radiation, flames and electric arcs

- meta-aramid withstands heat, wear and chemicals well
- the antistatic carbon fibre protects from the thermic effects of an electric arc
- all seams are flatlock stitched, which means that physical activities or carrying loads will not cause chafing
- all stitching is done using fire-retardant meta-aramid yarn
- thanks to its stretchiness, the garment is form-fitting
- NOTE! Always wear the appropriate protective clothing for the working conditions.
- EN ISO 11612:2015
- A1 = flame spread, surface ignition
- B1 = protection against flame heat, 3 (best class)
- C1 = protection against heat radiation, 3 (best class)
- IEC 61482-2:2009 class 1 (4kA), material and clothing tested with energy density of 3.48 cal/cm²






Materials:

98.6% meta-aramid,
1.4% antistatic carbon fibre

Care instructions

- Machine wash at 60 degrees, the material won't lose its features when washed

Technical features

- Highly efficient moisture transfer from the skin 
- Antistatic outfit 
- Flexible 
- Flatlock seams 
- Fire-retardant material 
- Suitable for year-round use 

For extremely demanding conditions.

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

All Fireproof products have flatlock seams.



1280

Fireproof turtle neck shirt

The high collar protects the neck. The shirt hem is longer at the back.

Sizes: S-XXL (unisex)

Colour: black



2260

Fireproof pants

Unisex model suitable for both men and women.

Sizes: S-XXL (unisex)

Colour: black

Power Stretch Pro

A durable, warm and stretchy midlayer

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.

For the ski track, the piste, the highway and the forest

- The fleece on the inner surface binds warmth and transfers moisture to the outer garment layers
- The polyester knit on the outside is breathable
- The surface has excellent resistance to wear, and will not pill
- The product has flatlock seams, so it won't chafe or cause pressure points to form when being physically active or carrying loads
- The material is made by Polartec

Materials:

57% Polyester, 33% Nylon,
10% Elastane

Care instructions

- Machine wash at 40 degrees

Technical features

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



1350

Power Stretch Pro shirt, Zip-neck

High, zippered collar. The zipper end has been protected with a separate piece of fabric, which prevents the cold zipper lock from touching the skin. Long sleeves to protect the wrists. Thumb loops on cuffs. Sizes: XXS-4XL (unisex) Colours: black, green

1050

Power Stretch Pro vest

High, zippered collar. The zipper end has been protected with a separate piece of fabric, which prevents the cold zipper lock from touching the skin. Longer hem at the back, two pockets on the front. Sizes: XXS-4XL (unisex) Colours: black



3053

Power Stretch Pro hoodie

Zipper reaches high on the neck. The zipper end has been protected with a separate piece of fabric, which prevents the cold zipper lock from touching the skin. The thin hood also fits under a helmet. Long sleeves to protect the wrists. Thumb loops on cuffs. Sizes: XXS-4XL (unisex) Colours: black, green

3052

Power Stretch Pro hoodie for women

Zipper reaches high into the hood. The zipper end has been protected with a separate piece of fabric, which prevents the cold zipper lock from touching the skin. The thin hood also fits under a helmet. Long sleeves to protect the wrists. Thumb loops on cuffs. Fitted model for women. Sizes: XXS-4XL (unisex) Colours: black, green

Power Stretch Pro



The zipper end has been protected with a separate piece of fabric, which prevents the cold zipper lock from touching the skin.

Thumb loops on cuffs.

6344 Merino Venetpalo hat
1350 Power Stretch Pro shirt, Zip-neck
2250 Power Stretch Pro pants, slim fit



2250

Power Stretch Pro pants, slim fit

A pair of extremely warm, long midlayer pants for men and women. The stretchy material won't hinder movement.

Sizes: XXS-4XL (unisex)

Colour: black



2252

Power Stretch Pro pants, slim fit, 3/4-leg

Excellent for sports, where a long leg is impractical, but the thighs and knees need to be kept warm. Unisex model.

Sizes: XXS-4XL (unisex)

Colour: black



3054

Power Stretch Pro midlayer jacket

An extremely warm midlayer jacket with a standing collar.

The zipper end has been protected with a separate piece of fabric, which prevents the cold zipper lock from touching the skin. Two front pockets and a chest pocket, thumb loops.

Sizes: XXS- 4XL (unisex)

Colour: black



0251

Power Stretch Pro jumpsuit

A sleeveless jumpsuit without pockets. Two-way zipper and loops on the leg openings.

Sizes: XXS-4XL (unisex)

Colours: black



2251

Power Stretch Pro lounge pants

Long, loose pants for lounging at home or for keeping you warm during breaks in exercising. An elasticated waist with separate drawstring, side pockets and ribbed leg openings. Unisex model.

Sizes: XXS-4XL (unisex)

Colour: black

Accessories

Merino Extra Warm



1040
Merino Extra Warm sleeves
Makes any shirt long-sleeved.
Sizes: XXS-4XL (women's sizes)
Colour: black



5103
Merino Extra Warm hood, Commando
Effectively protects from wind and cold, also in the nose and cheek areas.
Sizes: XXS-XL
Colour: black



5102
Merino Extra Warm hood
A warm hood to protect the forehead, temples, neck, throat and chin. Suitable to be worn under a hat or helmet.
Sizes: XXS-XL
Colours: black, grey, petrol blue, green



5208
Merino Extra Warm hood, Shell
A versatile model. The lower part can be pulled under the chin when drinking or when temperatures rapidly change.
Sizes: XXS-XL
Colours: black, green



6140
Merino Extra Warm woolly hat
Thin, light and breathable.
Sizes: S, M, L
Colours: black, grey, petrol blue, green



6041
Merino Extra Warm hat
A light, breathable, two-layered Merino hat.
Sizes: S, M, L
Colours: black, grey, petrol blue



6040
Merino Extra Warm woolly hat, easy
Goes excellently under a helmet or hat. Power Stretch Pro reinforcements to protect the ears.
Sizes: S, M, L
Colour: black

Materials:

- Woolly hat: 75 % Merino wool, 22 % polypropylene, 3 % polyamide.
- Ear protectors: 57 % Polyester, 33 % Nylon, 10 % Elastane



5052
Merino Extra Warm tube scarf
A warm and versatile tube scarf. About 25 x 55 mm.
Sizes: one size
Colours: black, grey, petrol blue, green



5040
Merino Extra Warm neckwarmer
High neckwarmer. The long chest section protects from cold and wind, even if the jacket collar is open.
Sizes: S, M, L
Colour: black



7041
Merino Extra Warm socks
Long socks. The inside is a warm Merino wool terry, which effectively transfers moisture away from the skin. Won't absorb sweat or odours. Quick-drying.
Sizes: 34-48
Colour: black

Washing instructions: 40°C

Materials:

- 74 % Merino wool,
- 25 % polyamide, 1 % Lycra

Accessories

Merino Warm



6345
Merino Svala 1955 hat
Sizes: one size
Colour: red



6344
Merino Venetpalo hat
Sizes: one size
Colours: orange, burgundy, grey



6342
Merino Svala Kärsämäki hat
Sizes: one size
Colours: yellow, lilac

100% Merino wool

A Merino wool hat evens out body temperature and feels dry even when wet, making it suitable for a variety of uses in the city, in the country and on the sea.

The long and thin fibres of Merino wool won't irritate the skin.

Mulesing-free Merino wool is an ethical choice.

The hats are handcrafted in Finland.



6343
Merino Paanu hat
Sizes: one size
Colours: green, grey, blue



6341
Merino Pääsky hat
Sizes: one size
Colours: black, lilac, white



NEW

7040
Merino Warm socks
Calf-length socks for changing conditions. The elastic cuffs keep the socks in place. The four-layer knitted structure is breathable and transfers moisture away from the skin. Won't absorb sweat or odours. Quick-drying.

Sizes: 34-48
Colour: black
Washing instructions:
40°C
Materials:
60 % Merino wool,
21 % polyamide,
18 % Polypropylene,
1 % Lycra



7040 Merino Warm socks

Accessories

Thermal Flex



5101
Thermal Flex Active hood
 A light and breathable hood to be worn under a helmet or a hat.
 Sizes: XSS-XL
 Colour: black



6010
Thermal Flex Active woolly hat, Easy
 Goes excellently under a helmet or hat, for work or for leisure time. Soft fleece reinforcements to protect the ears.
 Sizes: XSS-XL
 Colour: black

Washing instructions: 40°C

Materials:

- Woolly hat: 100 % Polypropylene
- Ear protectors: 57 % Polyester, 33 % Nylon, 10 % Elastane



7010
Thermal Active socks
 Technical socks, made from a material that effectively transfers moisture away from the skin. Can be used with woolly socks or on their own.

Sizes: 34-48
 Colour: black

Washing instructions: 60°C

Materials:

92% polypropylene, 7% polyamide, 1% Lycra

Thermal Flex is a light and breathable material, which transfers moisture extremely well.

Windproof



5107
Windproof Racing
 The windproof special knit protects the forehead, ears, chin, throat and neck. The crown is made from moisture-transferring Coolmax knit.
 Sizes: XXS-XL
 Colour: black



5106
Windproof Custom
 The crown is made from moisture-transferring Coolmax knit.
 Sizes: XXS-XL
 Colour: black



5105
Windproof Power
 Thermal features have been added with a fleece lining. The crown is made from moisture-transferring Coolmax knit.
 Sizes: XXS-XL
 Colour: black



5104
Windproof Tundra
 For activities in cold climates. The hood also protects the nose and cheeks. The crown is made from moisture-transferring Coolmax knit.
 Sizes: XXS-XL
 Colour: black



5080
Windproof neckwarmer
 A windproof special knit protects the chest and back. The inside is made from a soft and warm fleece.
 Sizes: S, M, L
 Colour: black

Windproof knit is a two-layered special knit that protects from wind. The crown and the temples of the hood are made from Coolmax mesh, which transfers moisture and hold its shape even in tough use. All seams are flatlock.
 Additional information on page 28.

Accessories

Power Stretch Pro



6050

Power Stretch Pro hat

A warm and soft hat for cold conditions.

Sizes: S, M, L

Colours: black, green



Power Stretch Pro

is a material that stretches in all directions and has excellent heat-binding and moisture-transferring features. It holds its shape well and stays fluffy. The surface has excellent resistance to wear, and will not pill.

Fireproof



5160

Fireproof hood

A fireproof hood. Protects the forehead, ears, chin, throat and neck. The flatlock seams won't cause pressure points to form under a helmet.

Sizes: M, L

Colour: black



5161

Fireproof Shell hood

A versatile and practical model. The lower part can be folded under the chin.

Sizes: M, L

Colour: black



5060

Fireproof neckwarmer

Added protection for chest, throat and neck.

Sizes: M, L

Colour: black



5460

Fireproof tube scarf

A versatile tube scarf that can be used as a neckwarmer, hat or hood.

Sizes: one size

Colour: black



Material information
on page 29.

6060

Fireproof woolly hat

A fireproof underhat for professional use.

Sizes: M, L

Colour: black



The right size for comfort

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 size, cm

Measure the smallest part of the waist.

C. Hip size, cm

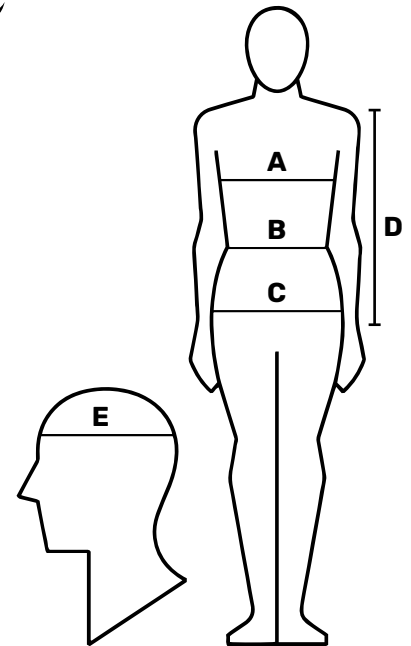
Measure straight across the widest part of the hips.

D. Arm length, cm

Measure from shoulder to wrist.

E. Head size, cm

Measure from above the ears, at the longest point of the head.



Choose the right size top using the chest size and the right size bottom based on the hip size!

WOMEN'S underpant, top, sleeve, jumpsuit and hoodie sizing

	XXS	XS	S	M	L	XL	XXL	XXXL	XXXXL
A	76-79	80-83	84-87	88-91	92-95	96-99	100-103	104-109	110-115
B	60-63	64-67	68-71	72-75	76-79	80-83	84-87	88-91	92-95
C	84-87	88-91	92-95	96-99	100-103	104-107	108-111	112-117	118-123
D	56	57	58	59	60	61	62	63	64

UNISEX underlayer and midlayer sizing

	XXS	XS	S	M	L	XL	XXL	XXXL	XXXXL
A	87-90	91-94	95-98	99-102	103-106	107-110	111-114	115-118	119-122
B	71-75	76-80	81-85	86-90	91-95	96-100	101-105	106-110	111-115
C	91-94	95-98	99-102	103-106	107-110	111-114	115-118	119-122	122-125
D	60	61	62	63	64	65	66	67	68

Headwear sizing

	XXS	XS	S	M	L	XL	XXL
E	52-53	53-54	54-55	56-57	58-59	59-60	61-62

Sock sizing

	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

The materials we use for our products

Polypropylene

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

Used in

- Svala Thermal Flex products
- Merino Extra Warm 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.

The silver-ionising or antibacterial treatment is done on the core of the fibre before the yarn is spun to ensure long-lasting results: for example, the treatment is not affected by washing. The treatment keeps products odourless and fresh for longer, as the antibacterial treatment prevents the growth and spread of microbes, moulds, fungi and bacteria in the material.

Used in

- Svala Thermal Flex Mesh products
- Merino Extra Warm hybrid pants

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 movements of the body.

Used in

- Svala Windproof products
- Merino Extra Warm hybrid products

Fireproof

Fireproof knit 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 the Svala 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

- Svala 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.

Our Merino wool is supplied by producers who do not use the mulesing procedure in wool production.

Used in

- Svala Merino products

Power Stretch Pro

Power Stretch is a unique and high-quality two-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
- The neck section of the Windproof neckwarmer and the ear sections of the Easy woolly hats



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www.svala.com

Svala has specialised in the manufacture of
technical under and midlayers and accessories.
All products are made in Finland.