



AW23 PRESS RELEASE

THERE'S ALWAYS SOMETHING NEW TO DISCOVER AT HÄRKILA. AUTUMN/WINTER 2023 IS NO EXCEPTION.

Committed to creating durable products and gear that give the hunter an advantage in the field, we are pleased to introduce new seasonal enhancements that will help set you apart from the rest of the pack. This autumn/winter season is focused on three elements: innovation, exclusivity and versatility. Are you ready to gear up for Härkila season?

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TAKING IT TO NEW HEIGHTS - THE LIGHTEST MOUNTAIN HUNTER CAMO ON THE MARKET

Always searching for ways to take our gear to the next level, the brand-new Mountain Hunter Expedition series has passed our rigorous product testing and won the Härkila seal of approval.

As any mountain hunter knows, grams can feel like tons over a day while navigating steep terrain. Engineered using highly insulated ALLIED™ goose down, the jacket 385 grams and trouser 290 grams set is so light and comfortable, you won't want to take it off. And with our new AXIS MSP® Mountain camo pattern, you will blend perfectly into your surroundings.

- Responsibly sourced goose down – harvested from certified farms and processed with environmentally friendly detergents.
- Wind- and waterproof – designed with HWS® Härkila Weather System membrane technology.
- Crafted with advanced ripstop material – protects from abrasions and tears.

A must-have for those that hunt on rugged terrains at multiple altitudes, this gear is feather-light yet tough – allowing you to confidently navigate difficult terrain while knowing your gear is up to the task. Even the most critical hunter will appreciate the amount of attention given to weight and durability.

The ultralight Mountain Hunter Expedition series is comprised of lightweight packable jacket, waistcoat and trousers.



THE NEXT LEVEL OF THERMAL PROTECTION (CLIM8®)

Re-introducing the pinnacle of warmth and smart design – our revolutionary Härkila clim8® line. Engineered to provide you with unparalleled comfort in the harshest of conditions, this cutting-edge garment combines an intelligent heating system with HeiQ XReflex™ radiant barrier technology. Equipped with sensors that adapt depending on your level of activity and exertion, the smart system adjusts its heating output to match your body's needs. The result is a personalized thermal experience like no other.

- Smart technology – a jacket that knows what your body needs even before you do.
- Intuitive “set & forget” app feature – once you set your desired heating temperature, the intelligent memory function takes charge, providing consistent warmth tailored to your comfort.
- Create your own microclimate – reflect and redirect your own body's heat, preventing it from escaping.

The clim8® line consists of an insulated jacket, waistcoat and gloves.



STAND OUT IN A CROWD

As a brand that is always striving to outfit the hunter in the ultimate gear, Härkila is proud to introduce the Härkila One Ultimate line – our most exclusive hunting suit to date. With a balanced design combining trusted materials with an intelligent membrane, this limited-edition three-piece suit is so smart and versatile that it adapts to weather conditions and the activity level of the wearer. When wearing in frigid conditions, the pores of the membrane constrict, trapping precious body heat. During times of higher exertion, the pores open to enhance breathability.

- The epitome of exclusivity – only 400 sets produced.
- A true collector's item coveted by enthusiasts across Europe.
- Exceptional craftsmanship – meticulously designed to enhance your hunting performance.

The Härkila One Ultimate set is available exclusively in select retail locations.



EMBRACE EVERY SEASON – ESSENTIALS HAS YOU COVERED

The Härkila Essentials collection is designed for everyday wear to complement your hunting gear while providing comfort and versatility. Whether you are gearing up for the hunt, enjoying the off-season or simply looking for reliable apparel for your outdoor adventures, Härkila Essentials has you covered. With a wide selection of layering options, including our ever-popular Kamko fleece jacket, Scandinavian trousers, logo T-shirts, caps and more.



HÄRKILA PRO HUNTER SOCIETY – YOUR ULTIMATE LOYALTY PROGRAM FOR THE AVID HUNTER

Demonstrating our unwavering commitment to quality and durability, we are proud to introduce the new Härkila Pro Hunter Society, offering members a remarkable 5-year warranty on all products and gear. Whether you made your purchases online at www.harkila.com or in a retail location, your gear is qualified for the additional warranty. We firmly stand behind the exceptional craftsmanship of our products and expect it to withstand the test of time.

Start earning rewards today. Sign up and register all your Härkila purchases. In addition to the extended warranty, you will also receive free and expedited shipping with no minimum purchase necessary.

Joining the Pro Hunter Society is not only about the rewards; it's also about becoming part of a tight-knit community of like-minded hunters. Together, we celebrate the spirit of the hunt, honor the timeless traditions and continue to push the boundaries of what is possible. Join us today and be a part of a society that understands your passion for the hunt. Visit our website or ask your local Härkila dealer about how to join.