

NEW COLLECTION INSPIRED BY RACING DESIGNED TO ENHANCE TEAM SPIRIT

A versatile collection that meets the needs of a variety of users in industry, service and building & construction. Now Fristads is launching a new concept: Fristads Fusion - a range of garments featuring a cohesive, sporty design, high comfort and excellent functionality that set the standard for cross-over clothing.

The inspiration for Fristads Fusion comes from racing. Garments with a sporty, fitted design with good movability thanks to the mechanical stretch of the fabric. Smart details such as discreet dark grey reflective details for enhanced visibility and many practical pockets. In addition there's a wide selection of garment types to really set the team spirit and company profile, no matter if you work at the sales department, in the workshop or manage service requests in the field.

"Fristads Fusion is a cross-over collection that enables different professions within the same company to have the same profile but with different functionality. Fristads Fusion is a sporty, functional and really comfortable collection with a modern fit. I am convinced it is going to be a strong collection."
Lene Jul, Product Management Director.

The collection encompasses trousers, jacket and softshell jacket for men and women, trousers with knee pockets, bib'n'brace, coverall, shorts, waistcoat, knitted sweatshirts and T-shirts, belt, loose nail pockets, two winter jackets and a micro fleece. Most garments are available in 10 different colour combinations and are approved for industrial laundry. The garment approved for industrial laundry can also be equipped with an RFID chip as a VAS solution, optimizing workflow for industrial laundries and warehouses. All styles are OEKO-TEX® certified.

Fristads Fusion will be launched on March 1, 2019. The winter garments (micro fleece and winter jackets) will be launched on September 1.

For more information, please visit www.fristads.com

**DISCREET REFLECTIVE DETAILS
CONCEALED BUTTONS AND ZIPPERS
APPROVED FOR INDUSTRIAL LAUNDRY
AVAILABLE IN 10 COLOUR COMBINATIONS**



FRISTADS

Fristads is the leading workwear brand in Sweden and is part of Fristads Kansas Group. Fristads Kansas Group is the largest supplier of workwear and promo wear in Europe, consisting of many leading brands such as Fristads, Hejco, Martinsson, B&C, Wenaas and Bragard. The group operates in more than 20 countries and owns two production facilities. Fristads Kansas Group has an annual revenue of about 400 million euros and employs 1600 people.

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