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### **Same Brand, New Identity**

DÆHLIE brings out a new dress code for high performance.

Cross country legend Bjørn Dæhlie pushed the limits of his sport in the 1990s, achieving Olympic and World Championship success. He established his eponymous brand in 1996, at the height of his career. For 20 years we have developed innovative and optimized clothing for cross country skiers.

Now we are entering a new stage.

“We celebrate our anniversary by looking forward. We take advantage of our unique market position and long experience with cross country clothing to develop innovative apparel for endurance activities. At this point, we are taking DÆHLIE into new arenas. To everyone’s arena”, says Øystein Bråta, Commercial Director Nordic, Active Brands.





## Olympic Test Lab

A new generation of athletes are ready to continue his legacy. DÆHLIE is the proud official supplier for the Norwegian Cross Country Ski Team. A team filled with Bjørn Dæhlie's successors, and some of the very best athletes.

All athletes, coaches and their support crew have been outfitted with DÆHLIE gear to fulfill their racing, training and leisure needs. They are also an integral part of our ongoing test lab. We cooperate with some of the world's best performers in a sport with challenging needs for clothing and equipment. This gives us valuable insight into the needs of ambitious athletes, and gives us the ability to stay at the forefront of our market.

We have to work hard to fulfill the demands of extreme test pilots, such as **Therese Johaug** and **Petter Northug**; Olympic and World Cup champions that have given our new products their stamp of approval.

"I am honored that these fine athletes want to cooperate with us to develop the best products for their best performances. I am sure they will take DÆHLIE to the next level", says brand founder Bjørn Dæhlie.

## **New Identity**

DÆHLIE is still made for people with a passion for cross country skiing. We strive to provide you with the new dress code for outdoor training in all seasons, whether you are chasing the ultimate training session, skiing laps at your favorite arena, or you are chasing kids along the white tracks on a crisp weekend morning.

The brand's identity has evolved from a purely technical ski brand to a performance training and active Nordic lifestyle brand with a new brand identity that visualizes our values and strategy for the future. Bjørn Dæhlie's signature logo is replaced by a new, bold and more technical mark that is simplified to DÆHLIE. The new logo and expression is aimed to reach a broader consumer group and customized for a digital era. In addition, you will find identity elements symbolizes our proactive attitude and our high focus on performance. The new brand identity is clean and emphasizes our goals for the future: To pursue perfection and maximize performance.

In this we continue the champion's attitude and ideals as well as our Norwegian skiing heritage.

"The brand founder Bjørn Dæhlie's guts, integrity and focus on results made him one of the most successful winter Olympian of all times. It is this passion that enables us to outfit a new generation of winning athletes", says Øystein Bråta.



### **DÆHLIE**

Founded by Bjørn Dæhlie in 1996, and is a part of Active Brands, which owns subsidiaries in Europe and North America. Active Brands is owned by the Holta Invest.

DÆHLIE is distributed in North America through specialty and online retailers.

For more information:

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

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