

Haglöfs Scandinavia AB in Personal Accessories (Sweden)

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Abstracts

Haglöfs is one of the leading players in outdoor clothing, footwear and equipment in Sweden, and aims to strengthen its position in the future. According to the company, it intends to offer products which will be the leading choice for active people. The company also aims to increase its focus on customer service. It will continue to benefit from the R&D capabilities of its parent company Asics.

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