

Profile of Helly Hansen

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Abstracts

Norway-based Helly Hansen—a long-established name in the performance apparel industry—is the pioneer of the 3-layer clothing system which has set a reliable standard for dressing in foul weather conditions.

Since its foundation by a Norwegian sea captain in 1877, the company has been transformed from a family run business producing hand sewn oilskin jackets into a global supplier of high-tech apparel for outdoor sports, workwear and survival gear.

The founder had a talent for innovation and attention to detail and this remains in clear evidence in the company today as it continues to exploit new fabric technologies and bring innovative products to the outdoor, workwear and survival gear markets.

Following a reorganisation in 2006, Helly Hansen's financial performance has greatly improved and this has given the company's management cause for optimism. Although there is some uncertainty about the ownership of the company, currently in the hands of a private equity firm, Helly Hansen has put ambitious plans for expansion in place. These plans are centred on securing long-term growth through new store openings, stronger penetration in key markets, expansion in Asian markets and increasing the size of its highly successful workwear business.

Contents

SUMMARY

INTRODUCTION

COMPANY DEVELOPMENT

PRODUCTS

Outerwear for sports and leisure

Workwear

Survival gear

PRODUCT TECHNOLOGY

PRODUCT SOURCING

ENVIRONMENTAL POLICY

Sustainability initiatives

Ekolab

Keep Our Water Blue in Japan

SALES AND MARKETING

FINANCIAL PERFORMANCE

CONCLUSION

List Of Tables

LIST OF TABLES

Table 1: Helly Hansen: product portfolio

Table 2: Helly Hansen: number of suppliers by country, 2009

List Of Figures

LIST OF FIGURES

Figure 1: Insulating jacket

Figure 2: Waterproof jacket

Figure 3: Workwear vest

Figure 4: Survival suit

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