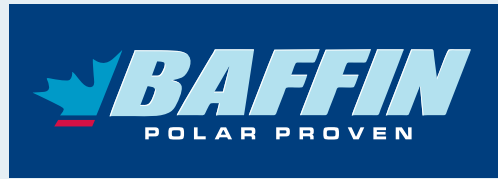


Winter boots relaunched

Previously positioned as leader in “technology” changed to unique and ownable “polar proven” positioning.

New brand focus boosts awareness and generates increased sales in-store.



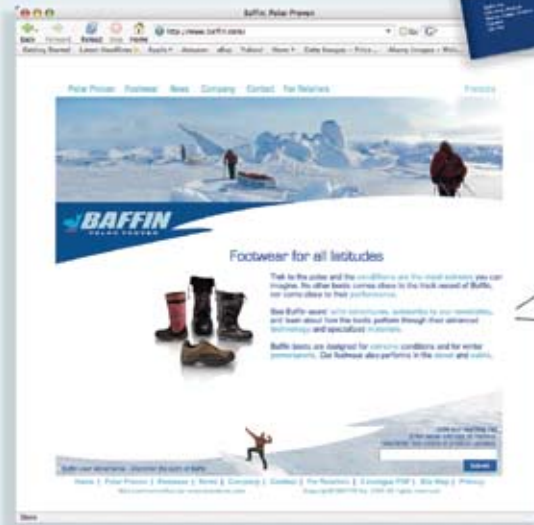
Corporate Identity



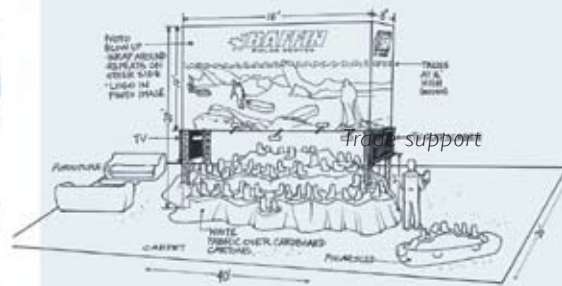
Packaging



Brochure



Website



Trade show concepts

