



# BETWEEN HUMAN WILL AND NATURE'S FORCES SINCE 1877

Founded in 1877 by Norwegian sea captain Helly Juell Hansen, the now world-famous Helly Hansen company began by making waterproof clothing for sailors and fishermen. For more than 130 years Helly Hansen has continued to innovate new materials and systems to provide the highest quality, protective and technical gear for work, survival and sport around the world.



HELLY HANSEN

Helly Hansen invented the 3-Layer System of Dress of extreme weather clothing. In 1878 the company won a diploma for excellence at the Paris Expo, and began exporting its products. Helly's famous LIFA thermal wear resulted from the 1963 Nobel prize-winning fibre development, while their revolutionary Fibrepile, launched in 1979, to be both snowproof and water repellent, was the mainstay in the development of adventure pursuits in Europe. Helly Hansen ocean waterproofs have featured on television (Deadliest Catch) and in movies (The Perfect Storm), and its protective workwear has always been the gold standard on remote mining sites and dangerous oil-rigs. Today, Helly Hansen has a strong international following in both the sailing and snowsports communities, while its apparel and footwear meets modern lifestyle and activity needs.

Following Helly's example of 132 years ago, the Helly Hansen development team now operates in the harshest environments on the planet to learn what's needed to create the best performance gear possible. Working closely with people who work and play outdoors allows Helly Hansen to continuously optimize the technology and design of our products. Find out more: [www.hellyhansen.com](http://www.hellyhansen.com)

