



ENGINEERS
OF ACTIVE
LAYERS
SINCE 1946

WE
ARE
ODLO

#zeroexcuses



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LAYERS
SINCE 1946

We Are Odlo

Odlo was born in Norway over 70 years ago out of a need to create quality performance clothing that could function in notoriously harsh conditions.

Innovation is in our DNA.

We are the original inventors of functional sports underwear, creating exceptional products for active lifestyles all year round. We strive to stay “one step ahead”, weaving our Norwegian heritage and Swiss engineering into modern, functional and comfortable sports apparel.





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CLAIM

Engineers of active
layers since 1946

BRAND CHARACTER

Authentic, Social, Active,
Fun, Passionate

BRAND VALUES

Innovation, Reliability, Agility,
Performance, Collaboration

TARGET GROUP

Versatile, social, active 25-45 sports enthusiasts
who want to look & feel good

POINTS OF DIFFERENCE

- The inventor of functional sports base layers
- Born in Norway - engineered in Switzerland
 - Engineers of layers from the inside out

MISSION

To always be one step ahead by creating innovative
products for people with active lifestyles

ECO-FRIENDLY
50 %
less plastic
in our product packaging

SOCIALLY RESPONSIBLE
We confirm our "leader status"
as a member of

sustaining the improvement of
labour conditions
at all our production sites

FUTURE ORIENTED
50 %
less environmental pollution
by avoiding microplastics,
chemical waste and
keeping water clean
100 %
recycled plastic used to produce our
synthetic products starting
fall/winter 2020
ZERO KM
more than 60% of our products are
produced in Europe

We care. We act. We share.

 Sustainable
Apparel Coalition
Member of Sustainable
Apparel Coalition (SAC).

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
DAM 10530 TESTEX
Tested for harmful substances.
www.oeko-tex.com/standard100

Odlo Sports Underwear
is certified with "ÖKO TEX
Standard 100", an independent
tester for harmful substances

Higg Index 

Used to drive environmental
responsibility across
Odlo's supply chain.

 **BE AWARE
OF WHAT
YOU WEAR**
odlo.com/sustainable

Today's consumers demand more from brands in terms of transparency and responsibility, and given Odlo's playground is the great outdoors, it has a duty to do well by it.

**Odlo: the Sportswear Brand of
the Great Outdoors**



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PACKAGING – 100% RECYCLED PAPER



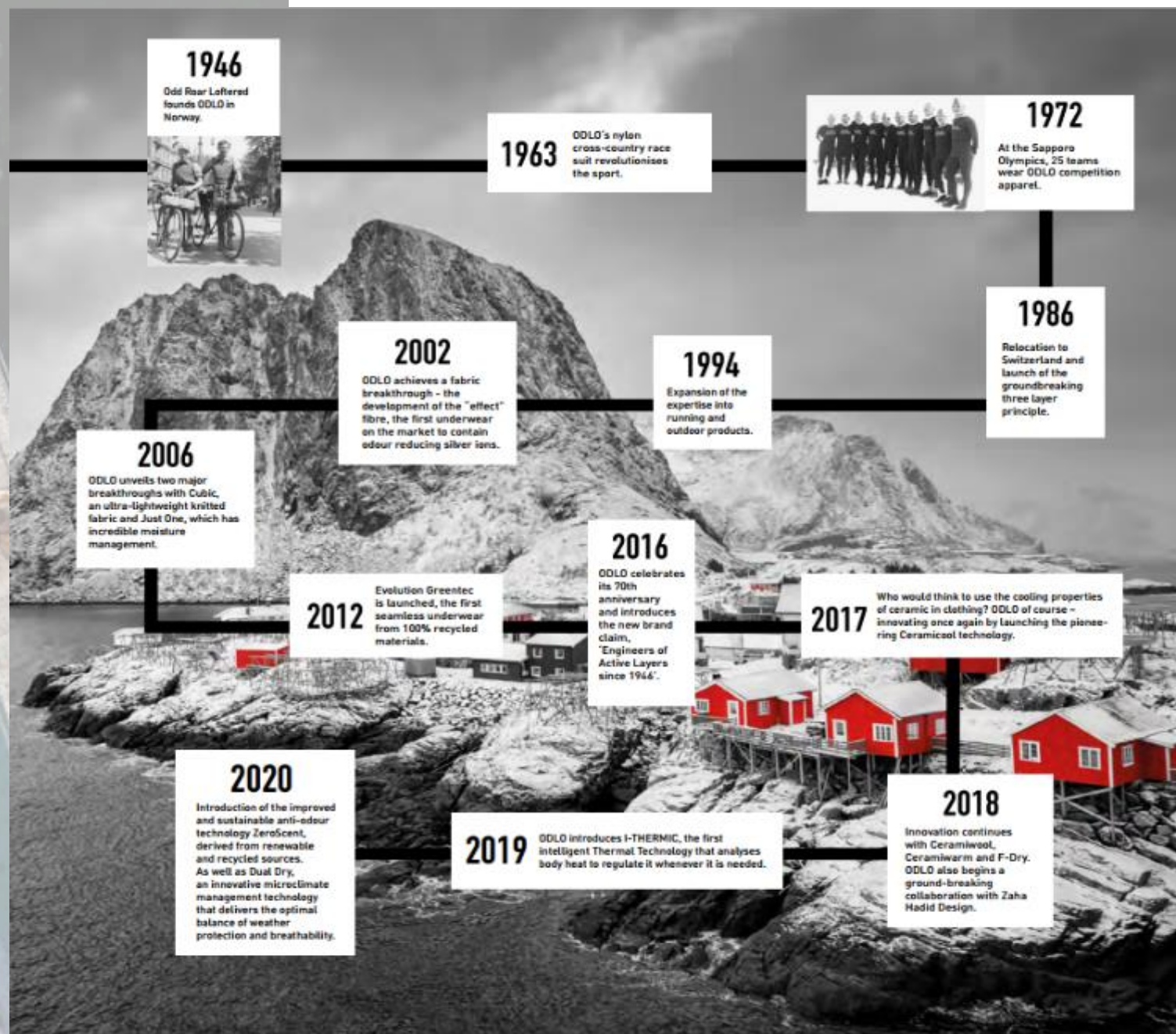
WE CARE. WE ACT.
WE SHARE.



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WE COME FROM NEXT TO SKIN



★★★★★ upupandaway · 11 days ago

My new favorite running tanktop!

Here are some reasons I love this tank top:

1. It isn't too long in the torso (you know how some are so long they either have to be tucked in or hang over your pants. This hits perfectly at shorts line).
2. It is silky smooth and soft to the touch.
3. It sheds sweat really well and dries super fast after it gets sweaty.

Forbes

Zeroweight Dual Dry Waterproof Running Jacket from Odlo



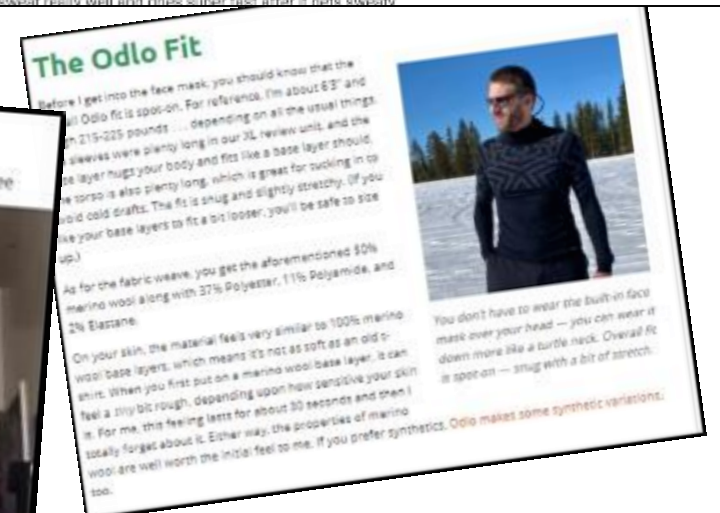
Zeroweight Dual Dry Waterproof Running Jacket from Odlo

Made for runners, this light-as-a-feather jacket ensures there's no reason to let the rain slow you down. Breathable and waterproof, it also features an adjustable hood so you can utilize the rain brim without compromising peripheral vision. Reflective details help increase your

★★★★★ Karibee · 6 days ago

Cute and Comfortable

This is a great lightweight long sleeve for running. It says it's an athletic cut (which, to me, means tight), but it's not. It's a flattering without hugging too much. The stripes are a bit like an ombré. Really fun.



Odlo Technology

First and foremost, Odlo is an innovative technical apparel brand focused on improving the performance (or enjoyment) of consumers who are active at any level in the outdoors.

Being “one step ahead” means Odlo is challenged with continuing to surprise and astonish the industry with leading-edge technologies and engineered apparel layers.



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ZEROSCENT
Odour control Technology
No unpleasant smell during your workout and sports activities
Less water waste, since items can be worn longer.

DURABLE BARBER
Anti-static treatment
Prevents static electricity from building up on the fabric.

CELEBRATE YOUR SWEAT
#ZEROEXCUSES

ACTIVE SPINE
Fixed ACTIVE SPINE element delivers postural stability by aligning shoulders, spine and torso.

INCREASED OXYGEN INTAKE
Low chest compression zone allows maximum lung expansion for increased oxygen intake.

IMPROVE POSTURE
INCREASE OXYGEN INTAKE
REDUCE MUSCLE FATIGUE

REDUCED MUSCLE FATIGUE
Body-fit construction improves blood circulation and reduces muscle vibration.

MAKE YOUR INSIDE COUNT
#ZEROEXCUSES

ACTIVE SPINE
The most innovative next-to-skin performance base layer on the market. Engineered to ensure dynamic posture control during and after sports for improved athletic performance.

ACTIVE CLIMATE
Microclimate technology

ANTI-STATIC TECHNOLOGY
Prevents static electricity from building up on the fabric.

ZEROSCENT
Odour control Technology

POWERED BY PURE FRESH

odlo

odlo.com

Odlo Today

International AG, headquartered in Hunenberg, Switzerland. ODLO International AG was recently acquired by Monte Rosa Sports Holding AG, a Swiss-based private investment group. Global revenues for ODLO International are in line with being the #1 European baselayer brand.

ODLO's subsidiaries in Switzerland, Germany, France, The Netherlands, Austria, Norway and USA generate the majority of its turnover. The ODLO brand is sold in some 40 countries across the world.

ODLO products are available in over 8,000 sales outlets around the world, predominantly in specialist sports shops. Customers can enjoy the ODLO experience at more than 1,500 shop-in-shops.

ODLO runs 19 brand stores and 18 outlets across Europe.

ODLO manufactures 63% of its products in Europe and the Middle East, with 50% primarily in its own factories. ODLO has state-of-the-art production facilities in Portugal and Romania. 37% of ODLO's products are produced in Asia.



Odlo Website:

<https://www.odlo.com/us/en/>

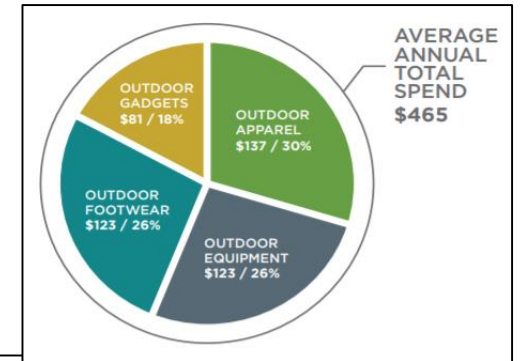




Promoting Outdoor and Fitness Participation

Over 146 million Americans participate in at least one outdoor activity per year, which helps to generate over \$887 billion in consumer spending and makes up 2.2 percent of U.S. gross domestic product. The average outdoor consumer spends \$465 annually on apparel, footwear and equipment for their activities.

The Fitness industry is now worth \$3.4 trillion in the U.S. and it's still growing. The fitness lifestyle now influences where people go, what they eat, who they hang out with, and ***what they wear***.



The Odlo Consumer

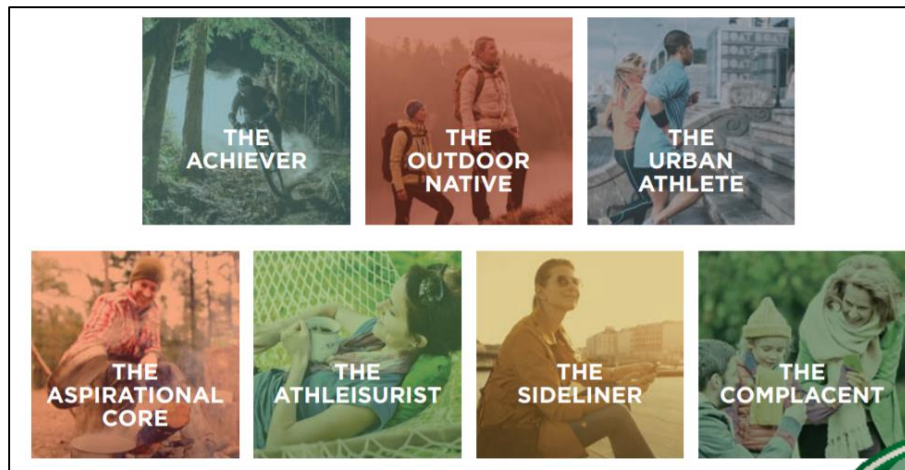
Who are they?

From performance driven go-getters and adventurous outdoor natives to urban athletes and casual walkers, this is a diverse target audience.

Aged between 25 and 50, they are HENRYs: high earners, not rich yet. They look to aspirational brands to understand their lifestyles and match their needs.

What do they want?

Style. Innovation. Sustainability. Transparency. They want – and will pay for – high quality, well-engineered product that performs to their level and has a provenance that is relatable to their social, environment and ethical demands.





For further information about Odlo in the US, please contact:

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