

BLÅKLÄDER WORKWEAR

AUTUMN / WINTER 2020

# MAGAZINE

INSPIRATION, INSIGHTS AND INDISPENSABLE PRODUCTS FOR YOUR INDUSTRY



BECAUSE  
TOMORROW  
MATTERS

**2020:**

FIRST WITH LEED PLATINUM IN MYANMAR

FULLY FILLED CONTAINERS - GOOD FOR THE ENVIRONMENT

**BLÅKLÄDER**  
WORKWEAR



# BECAUSE TOMORROW MATTERS

## THE SUSTAINABLE WAY TO WORLD-CLASS GARMENTS

Our brand has always had a bit of a rebellious streak, and we want to continue to push the envelope. Our company's statement focuses on a commitment to quality, sustainability and equal opportunities for men and women. One might even say that Blåkläder is a rebel with a cause, as well as a responsibility. Challenging as this commitment may be, the complex issues surrounding sustainability, environmental responsibility and social justice spur us on and help us to grow.

For this reason, we are extremely proud that a number of the factories in which we produce our garments have been awarded the LEED Platinum or STeP by OEKO-TEX® certifications.

LEED Platinum is the highest level in the LEED Green Buildings certification for environmentally sustainable construction, and STeP is a certification system for the environmental, quality and social parameters within an organisation. Find out more about these on pages 4 and 11.

Nowadays, emissions and natural resources are very significant in the production stage of the chain. In this we are taking responsibility, through our efforts to make our production that bit more sustainable, every day. For example, much of our current production is now being driven by renewable energy such as solar power. Another example is the fact that we only ship containers

that are full to the brim from factories that produce our garments, which you can read more about on page 14. Blåkläder's workwear is made to withstand heavy-duty strain over years of wear. In this MegaMagazine, we offer an insight into how we look at lifetime guarantees on seams (page 10), as well as examples of highly innovative collections that will last, including our industry collection (page 16).

We want every garment we produce to make a difference. Choosing to wear Blåkläder products should be seen as a stance in favour of quality, performance, superior design, sustainability and community development. This is something that aligns with our values and traditions. Welcome to the Blåkläder family.

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**BLÅKLÄDER TAKES**



**IN MYANMAR**



FOCUS ON THE FUTURE

# OUR FIRST **LEED PLATINUM** **CERTIFIED FACTORY** **IS IN MYANMAR.** MORE ARE TO FOLLOW.

The key theme running through Blåkläder's sustainability strategy is: talk the talk, walk the walk. This statement commits us to deliver what we promise: to drive continuous improvements along the entire chain. The factory in Myanmar manufactures Blåkläder garments and is the first facility there to be awarded LEED Platinum certification for sustainable buildings, which is the system's highest rating. A factory in Sri Lanka already has LEED Gold certification and another production facility in Myanmar is expected to receive Platinum certification in the near future. It is important to us as a manufacturer that in our factories where our garments are produced, the high standards are maintained, as we continue our efforts to promote sustainability along the entire value chain.



employees are encouraged to save water, use the buses that run to and from the site, or travel to work by bicycle rather than motorbike.

#### MAJOR DIFFERENCES, ALL FOR THE BETTER

LEED is about building factories using sustainable materials; using renewable energy such as solar power to provide electricity; water purification systems and improvements to workplace health and safety. A common misunderstanding is that LEED automatically entails increased costs. However, it has been the opposite in Blåkläder's case, with lower operating expenses for the entire building.

This is what Anders Carlsson, CEO of Blåkläder, says about the LEED Platinum certification:

"We now have real confirmation that the investments are paying off. The energy costs for the premises in Myanmar have more than halved as a direct result of the solar panels installed on the factory roof, and also thanks to smart and efficient solutions, such as daylight-sensing LED lighting and a water-cooled climate control system, which saves energy without any risk of greenhouse gas emissions."

When it comes to water consumption, we are seeing even greater environmental benefits: water costs are now 75% lower on average,

partly because the taps are fitted with automatic shut-off and the wastewater is recycled to irrigate the area outside the factory. In the LEED rating system, it is possible to earn 10 points for water efficiency, but the factory has been awarded 3 additional points for smart use of water resources. So the factory has 13 out of 10 possible points, which means it has the highest rating of the three LEED-certified buildings in Myanmar.

The factory achieved 7 out of 7 points for "On-site renewable energy", which is directly linked to the investment in solar energy. It is perhaps not surprising that using the sun as a source of energy helps mitigate carbon emissions, and in our case emissions have been reduced by at least 55%. This is an extremely important parameter in the task of reducing CO2 emissions in the production chain, which is one of the critical factors in efforts to meet the climate targets set out in the Paris Agreement," Anders Carlsson explains.

The highest rating for the first LEED-certified factory in Sri Lanka gives Blåkläder a welcome incentive to continue working towards increased sustainability at all levels. The other factory in Myanmar was opened in January 2020 and is expected to be awarded LEED Platinum certification during the year.

**"In Myanmar energy costs are reduced by over 50% as a direct result of the solar panels on the factory roof, but also thanks to smart and effective solutions such as LED daylight-controlled lighting and water-cooled air conditioning."**

#### WHAT LEED PLATINUM MEANS

LEED stands for Leadership in Energy & Environmental Design and is an internationally recognised certification system that promotes sustainable building and development practices.

In brief, LEED places an increased focus on environmental performance in every aspect of the building project, such as the design, construction materials used, operational processes and other influencing factors. This also results in long-term gains and benefits as the buildings consume less energy and resources and operating costs are drastically reduced.

LEED also sets high standards for the indoor climate, which means that a building with certification provides a healthy and safe working environment. The air inside the building is monitored, the temperature inside the factory is maintained at a comfortable level, and the premises have appropriate lighting that is ergonomically correct. The staff receive regular training in how to conduct activities in an environmentally-friendly manner. For instance,



# THE STORY OF BLÅKLÄDERS NEW **WORK SHOES**



# **COLLECTION**

It all started a few years ago, with a phone call. "There are no really good work shoes, you should do them," was the essence of what was said. That conversation from a few years back, from an orthopedic surgeon in southern Sweden to Blåkläder's MD Anders Carlsson, got the ball rolling. Anders, with a history laced with shoes, assembled a team and started working on all technical, functional, and ergonomic issues.

With each component carefully developed and evaluated, Blåkläder's collection of work shoes meets the same high standards and requirements that the company has for its high-quality workwear. To make this possible, the work shoes were created from scratch with their own last, developed together with Fagus in Portugal. In other words, they had complete control over the entire process, from the last to the finished shoe.

#### **WORKING WITH THE BEST**

Blåkläder wants a good work shoe to protect against more than sharp nails, unfavorable surfaces, and external shocks. It should facilitate and eliminate long-term problems

and allow its carriers to go all-in even after work. With these criteria at top of mind, Blåkläder chose to work with Camp Pro when the shoe project was to be released. As one of Scandinavia's leading orthopedic clinics, Camp Pro has the opportunity to change the way we look at work shoes. Their orthopedic engineers have a total of more than 600 years of expertise in orthopedics, foot biomechanics, and rehabilitation.

#### **A SHOE COLLECTION FOR THE FUTURE**

Together with the orthopedic engineers at Camp Pro, Blåkläder developed a footbed that gives the users stability for the foot, integration with the shoe and retained dyna-

mics in their step. All to prevent afflictions that may affect the entire body. The work shoe can prevent and alleviate, for example, knee and hip problems, heel spurs, lower back pain, and inflammation. This shows Blåkläder is as important as preventing direct, external shocks.

Blåkläder's new shoe collection is one for the future, and includes shoes for all users, regardless of their professional category. As it should be.

## RETRO COLLECTION



### 2433 SAFETY SHOE

A protective shoe with a classic look from Blåkläder's RETRO collection.



### 2434 SAFETY BOOT

A seriously good protective boot with a classic look from Blåkläder's RETRO collection.

## ELITE COLLECTION



### 2449 SAFETY SANDAL

Open sandal with good protective capacity from Blåkläder's Elite collection.



### 2450 SAFETY SHOE

High-performance safety shoe with very high durability from Blåkläder's Elite collection.



### 2452 SAFETY BOOT

Protective boot in leather from Blåkläder's Elite collection that keeps what it promises.

## IMPERCEPTIBLE DECISIONS WITH NOTICEABLE EFFECT

### ▶ WEIGHT DISTRIBUTION OVER A LARGER SURFACE

The footbed is designed so the foot gets maximum contact with the surface area of the footbed, and integration with the shoe as possible. It distributes the weight put on the foot and gives a supportive function and prevents musculoskeletal disorders.



### ▶ STABILISATION THROUGHOUT THE STEP

The footbed is properly designed to provide dynamism and stability in the step, from the heel insertion, through the roll phase to the ejection phase. This whole movement has been optimized by orthopedic engineers from Camp Pro.



### ▶ PRESERVED NATURAL SHOCK ABSORPTION

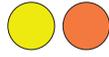
The foot naturally has a superior shock absorption. You do not want to remove this, but instead preserve it. With a well-chosen shock-absorbing material, comfort increases and reduces shock absorption from other parts of the body.



Blåkläder workshoes are developed in collaboration with the orthopedic clinic Camp Pro in Stockholm.



3485 LADIES HIGH VIS T-SHIRT LONG SLEEVE



4967 LADIES HI-VIS KNITTED JACKET



4904 LADIES HIGH VIS SHELL JACKET



4047 BELT WITH STRETCH NON METAL

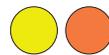


7163 VLADIES HIGH VIS TROUSERS WITH STRETCH



2450 ELITE SAFETY SHOE

3336 LADIES HIGH VIS -SHIRT



# WORK SAFE WITH HIGH VIS

# LET'S CHANGE IT!



7100 4-WAY-STRETCH  
HI-VIS MATERNITY  
TROUSERS



7101 MATERNITY  
SERVICE TROUSERS  
WITH STRETCH



## THE GAME CHANGER — BLÅKLÄDER MATERNITY TROUSERS

Blåkläder is changing the conditions for all pregnant women in the construction and craft industries. The maternity trousers come in two models, high vis and service. The trousers have a neutral design and are made completely in stretch. Read more and find your retailer at [www.blaklader.com](http://www.blaklader.com)

# LIFETIME WARRANTY ON THE SEAMS, A PROMISE WORTH DELIVERING ON

Sustainable garments with a long life are, and always have been, Blåkläder's style. The same applies to our supplier relationships. Working with a limited number of suppliers enables us to keep a close watch on the entire value chain and guarantee the sustainability of fabrics and components.

## Not rocket science, just simple facts

Creating clothing with a long life cycle not only provides cost savings for customers but also helps reduce their carbon footprint. High quality always leads to reduced climate impacts as it minimises the use of transportation, raw materials and other resources. One example is the construction group NCC which reduced the number of work garments it was using from 5 sets per employee each year to 1.8 when it switched to Blåkläder. These figures speak for themselves when you consider that NCC employs thousands of people on construction sites across the Nordic region.

## Long-term relationships at every stage

In Blåkläder's case, sustainability has always been about a long-term high-quality approach along the entire value chain. Only then does the word have any real meaning; for the suppliers, the employees in the factories, the environment and not least for the people who wear the clothes. Our customer relationships are also based on long-term thinking. We view our customers as part of the family, with close collaborative working that enables us to tailor solutions that meet all service and profitability requirements.

Since 90% of all Blåkläder's clothing is produced at a few, carefully selected sewing factories, with which we have a close relationship, we are able to focus on ensuring that our components and materials satisfy suppliers' sustainability requirements. With full transparency far downstream in the chain we are better able to maintain the quality of the garments through the entire manufacturing process.



## SA 8000

Our factories are SA8000 certified, which is a voluntary international standard that governs the social conditions of employees. SA8000 is based on ILO's core conventions, UN's declaration of Human Rights and UN's convention on the Rights of the Child. This means that our factories are audited according to eight key areas: child labour, forced labour, health and safety, freedom of association and freedom of negotiation, discrimination, discipline and working hours and reimbursement.



## ISO 9001:2015

Blåkläder is ISO 9001-certified. We are continuously working to create quality in our products, our manufacturing and our business.



## BETTER COTTON INITIATIVE

Since 2017, the cotton used in Blåkläder's clothes is sourced completely or partly from the Better Cotton Initiative; a programme that is helping to promote more sustainable cotton production and generate higher revenues for the farmers. Quite simply, improving the sustainability of cotton.



## ISO 14001:2015

We are ISO 14001-certified, which means that we are constantly working to be as considerate to the environment as possible.



## OEKO-TEX 100

Most of the materials and components in Blåkläder's products meet the requirements of Standard 100 by Oeko-Tex, Product Class 2. This means that the material is safe to wear in direct contact with the skin.

# BLÅKLÄDER'S PRODUCTION FIRST IN THE COUNTRY TO BE AWARDED STeP BY OEKO-TEX® SUSTAINABILITY CERTIFICATION.



STeP by OEKO-TEX® – Sustainable Textile & Leather Production – is an international certification system that promotes environmentally-friendly production processes, quality controls, improved health, safety and socially-responsible conditions in the workplace for the textile and leather industry. It primarily focuses on environmental aspects, but unlike other certification systems, STeP also evaluates and reviews social responsibility and quality management across the entire production chain.

## A KEY PIECE OF THE PUZZLE

The factory in Sri Lanka received approval in all six areas, but scored the highest rating in the area of social responsibility. Blåkläder's Head of Sustainability, Ann Carlsson, explains that corporate social responsibility has always been a central concern for Blåkläder.

"Since our aim is to produce the best workwear in the market, we want our factories to be at the forefront of implementing corporate social responsibility. This is a key piece of the puzzle for us, even if we're obviously working just as hard to meet all of the STeP certification criteria," she says.

"The certification is confirmation that we have come a long way in our efforts towards more sustainable textile production. It marks a milestone for us, as a leading manufacturer of workwear, but we're only at the start of our sustainability journey. There is still much more to do and we are determined to continue improving sustainability performance along the entire value chain, as should be expected from a company like ours"

Anders Carlsson, CEO of Blåkläder.

Consideration for employees is firmly rooted in Blåkläder's organisation. It provides the template for many of the improvement actions being implemented in the workplace and helps to create security for employees and signal that the company is committed to good and fair labour conditions.

## AN ONGOING TASK

The fact that the factory is the first in Sri Lanka to achieve the STeP by OEKO-TEX® standard gives Blåkläder a stable platform from which we can continue to focus on delivering textile manufacturing processes that improve efficiencies in resource use and result in benefits to the environment. Both from a global perspective and locally in the countries where we operate.

## STEP'S 6 FOCUS AREAS

The certification is divided into six modules with a number of points that must be met in each area. The six areas are:

- **Chemical management**
- **Environmental performance**
- **Environmental management**
- **Social responsibility**
- **Quality management**
- **Workplace health and safety**

3421 HIGH VIS-T-SHIRT



2056 BEANIE



3359 HIGH VIS SWEATER



4047 BELT WITH STRETCH NON METAL



4491 SOFTSHELL JACKET HIGH VIS



1886 BOXER SHORTS 2-PACK

1993 HI-VIS 4-WAY-STRETCH TROUSERS



**NEW!**

2452 ELITE SAFETY BOOT



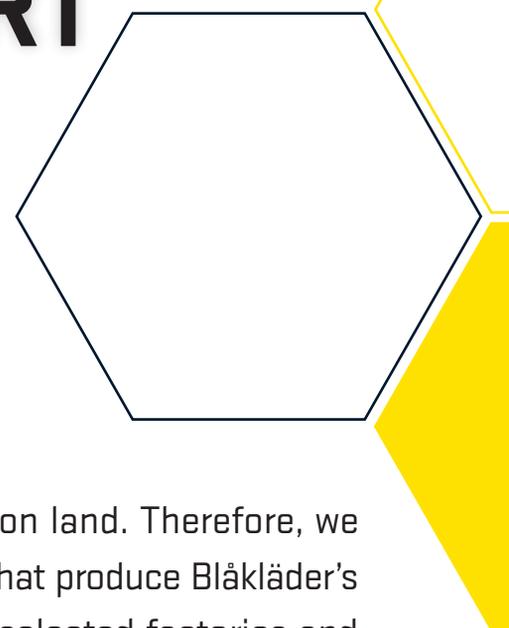
# WORK SAFE WITH **HIGH VIS**





FOCUS ON THE FUTURE

# BLÅKLÄDER TRANSPORT CLIMATE SMART WITH TO THE BRIM FILLED CONTAINERS.



We know that our freight makes a climate impression on our common land. Therefore, we work with only sending filled to the brim containers from the factories that produce Blåkläder's garments. We can do this partly by working with a few and carefully selected factories and keeping track of the entire value chain. Partly by having good planning and foresight so that we can opt out of more expensive and more climate-affective alternatives such as air freight. Through our well-developed logistics operations and automated warehouses in Svenljunga, we also have meticulous control of our garments. This allows our customers to focus on their business and have workwear just-in-time without unnecessary waiting times or delays. **WE CALL THIS SUSTAINABLE.**



Fast online ordering, automated order processing and deliveries straight to workplaces – Blåkläder’s robust expansion is based on state-of-the-art processes whose development is largely driven by customer needs.

As many as 35,000 garments are shipped from Blåkläder’s warehouse to destinations around the world every day. Everything seems to indicate that this figure will increase as the company expands its global operations.

Blåkläder’s central warehouse in Svenljunga holds 3 million garments. When managing volumes of this size, it is essential to have an efficient goods receipt process. Major investments have been made in recent years and the AutoStore warehouse order picking system is now in place, along with self-navigating forklifts and multiple conveyor systems.

#### SMART INTERNAL LOGISTICS IMPROVE CAPACITY

It is extremely important to get all the parts working smoothly together, like cogs in a machine, to be able to meet demands and requirements for effective and flexible solutions.

Thomas Olsson, Head of Logistics at Blåkläder, regards the investment in future technology as a logical step in the expansion of the company’s activities.

“Because we have modernised and automated the entire inbound to outbound process in the past few years, we are able to maintain 97% delivery reliability, which is extremely high in this industry. Especially considering that we deliver to the whole of Europe from our warehouse here in Svenljunga, often on the same day that we receive the order.”

#### AUTOMATION BRINGS POSITIVE HEALTH EFFECTS

Blåkläder’s AutoStore system began operating in 2016 and was expanded two years later to keep up with the growth in the market. Operationally, this means that 46 robots have now completely taken over the entire customer order picking process. They perform it with meticulous precision.

Thomas Olsson sees the potential for further automation of the warehouse operations in the future.

“For example, we are investing in self-navigating forklifts for fast and efficient handling of goods. The forklifts are integrated with our business system/WMS. This means they know exactly where the goods are located and always take the fastest and most efficient route.

Automation is not only optimising the internal logistics, it is improving health and safety by reducing heavy lifting and minimising the risk of accidents associated with materials handling.

Thomas concludes by saying that it is in Blåkläder’s DNA to be continuously improving its systems, its level of service, and health and safety in the workplace.

“Blåkläder believes in growth and swift decision-making processes. That also makes my job highly stimulating and interesting.”

**60%**

OF ALL CARDBOARD RECOVERED



**35000**

UP TO 35000 GARMENTS LEAVE BLÅKLÄDER EVERY DAY



**24H**

24H ORDER PICK AND PACKING TIME + TRANSPORT TIME



**97%**

DELIVERY SECURITY



2-WAY STRETCH



INDUSTRIAL WASH



SCRATCH FREE

**NEWS!**

# INDUSTRIAL GARMENTS TO PROMOTE YOUR BRAND.



Rose-Marie Näsström,  
design and product developer

## HEAVY-DUTY, CONTEMPORARY WORKWEAR FOR SENSITIVE ENVIRONMENTS

Over the spring and summer, Blåkläder's new industrial collection will be arriving at Svenljunga, Sweden, destined for Europe and the rest of the world. Many of you have been eagerly waiting for this range to come out.

Rose-Marie Näsström, the product developer behind the new Blåkläder concept, is confident that the Industrial collection fills a gap in several industries and occupations.

"This concept is geared to people who need functional, durable, quality garments with a contemporary look and great fit. The target customer would be the mechanical engineering and automotive industries, where thick, hard-wearing materials were always standard, but where style and comfort were less of a priority in the past," explains Rose-Marie. The collection comprises a total of 7 different garments with both tops and bottoms in many colour variants.

## COORDINATE TO YOUR PERSONAL PREFERENCE BY COLOUR AND STYLE

The leading light for this range is the option it offers of mixing and matching colours and styles to needs and image. In that respect, this concept follows our Unite range (service industry), which is also distinctive for its extensive variation and versatility. Many of Blåkläder's customers are large companies for whom a consistent image is crucial for their brand. The materials in the garments are also a high-priority factor.

Rose-Marie Näsström:

"For this particular collection, we opted for soft and pliable 2-way stretch fabrics that meet the requirements for durability, suppleness and wearability close to the body. Look and fit are key factors in that. Both our men's and our women's trousers, for example, feature waist elastics for the ultimate comfort. The garments are scratch-free and the entire range withstands industrial laundering, this being a welcome innovation for our corporate customers.

**THE INDUSTRIAL COLLECTION COMPRISES WORK TROUSERS IN TWO DIFFERENT STYLES (WITH AND WITHOUT KNEE PAD POCKETS), SHORTS, DUNGAREES, BOILER SUIT, JACKET AND A PAIR OF WOMEN'S TROUSERS WITHOUT KNEE PAD POCKETS.**



1448 INDUSTRY TROUSERS STRETCH AND KNEE PAD POCKETS



6144 INDUSTRY OVERALLS STRETCH £89.00



♀

7144 LADIES INDUSTRY TROUSER STRETCH



2644 INDUSTRY BIB OVERALL



1444 INDUSTRY TROUSERS STRETCH



4444 INDUSTRY JACKET STRETCH



1446 INDUSTRY SHORTS STRETCH



# YOUR IMAGE OUR CONCERN

Your work wear says a lot about who you are – both as professionals and as a company. Why not do a little extra and add embroidery or print something on your work wear that suits your profile? Allow us at Blåkläder to make sure that you'll get great looking uniform company clothes – in the way you want them.



## HEAT TRANSFER

Heat transfer is a cost efficient way to make your company logo visible. It's easy to apply and also works fine on water proof garments as well as smaller pockets where embroidery is not recommended.

## NAME AND TEXT TRANSFER

We can now offer smaller editions of name and text transfers with our new plotter writer. Ideal for chest transfer (name) or back transfer. Choose between black or white text.

## EMBROIDERY

Profile yourself and your business with an exclusive and professional impact with an embroidered company logo or name embroidery.



## PATCHES

Sewn on patches or Velcro patches are getting more and more popular and are very easy to use. On request we can sew on name patches on garments, or if several people wear one item of clothing, the name can simply be changed using a Velcro patch instead.

## LENGTHENING/SHORTENING

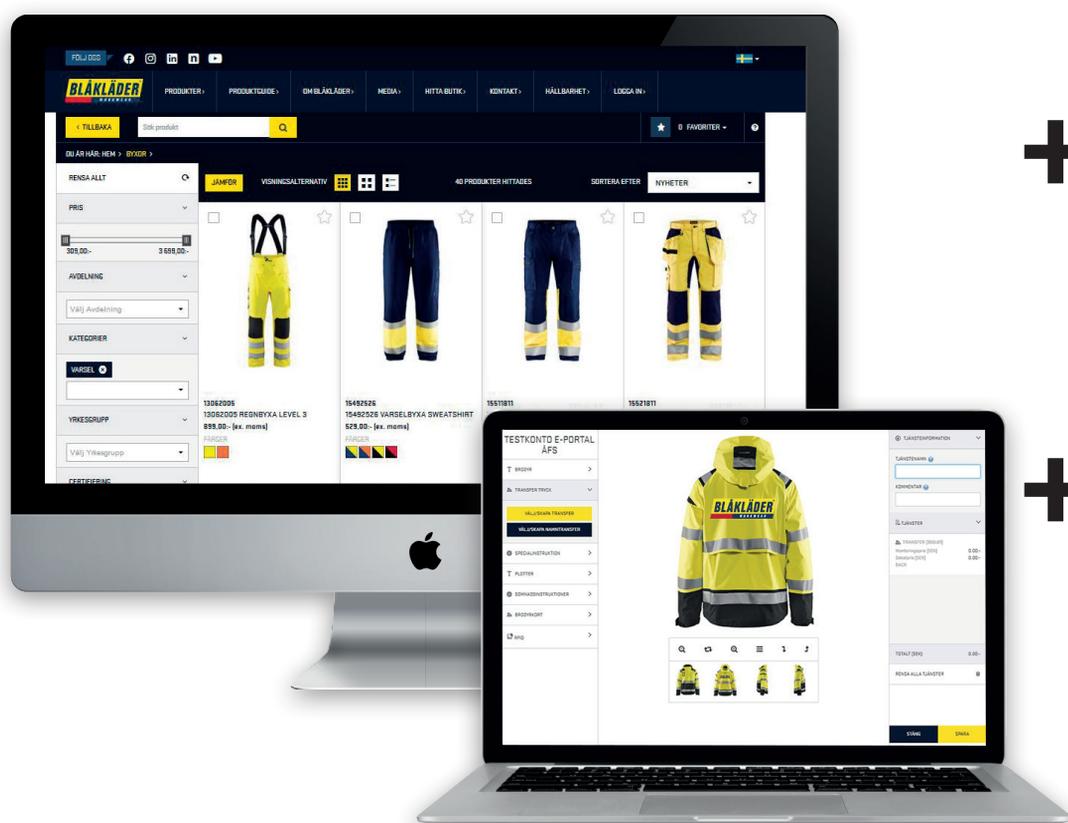
Despite our extensive range of readymade work trousers, they can sometimes be too long or too short. Blåkläder has its own workshop where we can lengthen or shorten your trousers on request.



# A MORE COST-EFFECTIVE ORDER PROCESS FOR YOU!

By purchasing from our customer unique, personal webshop, your company can enjoy greater convenience, full control and prompt delivery. The webshop is a collaborative venture between Blåkläder and your retailer. Together we're creating a more cost-effective and simpler order process for all parties. Contact your Blåkläder retailer for more information about how you can simplify your purchasing procedures and shop in a smarter way!

## THE BIGGEST ADVANTAGES OF BLÅKLÄDERS WEBSHOP



### + BETTER CONTROL

Your company will have its own webshop where all your orders are logged. This makes it easy for you to check your costs at company, department and employee level. Your company can easily track all purchases made by employees.

### + BETTER SERVICE

You will have access to all the products in Blåkläder's full range. Everything you need can be ordered with a simple click. Saving you time and money. Blåkläder promises swift delivery of your order.

### + BETTER FLEXIBILITY

Does your company comprise several departments? No problem. You can divide the unique range up into the various departments' work activities. Staff balance and authorisation flow are other smart and flexible features.

### + BETTER EFFICIENCY

We always do our utmost to offer you the best possible prices for the products. The webshop makes the entire order process more streamlined to give you, the customer, more control and less administration.

### + BETTER CHOICE

Would you like your company logo printed or embroidered on the workwear? The shop includes a feature that lets you position, view and decide where on the garment you want to place your logo. Smart and simple!

“ Perhaps the greatest benefit of Blåkläder's web solution, apart from improving deliveries and reducing workwear costs for us, is that our employees can place orders for clothes when it suits them rather than having to visit a store. As a result, we've been able to increase our revenues in the form of invoiced hours here at Peab. We have an extremely good relationship with Blåkläder and, in our opinion, their workwear is top of the class.

Rasmus Risberg – Category Purchase Manager PEAB AB ”



REPORT FROM SPEYSIDE COOPERAGE

# A PROFESSION THAT HUMANS DO, **BETTER** **THAN MACHINES.**

There remain a few professions in this world that machines haven't yet mastered. Coopering is one of them. This five thousand year old craft relies solely on a person's ability to handle and shape a living material.



**IN OUR AMBITION** to follow the entire chain from raw material to end product, Blåkläder's team made a flying visit to an old cooperage near Craigellaiche in Speyside, one of Scotland's whiskey-producing regions.

First founded in 1947, Speyside Cooperage remained a local business until 2008, when its owners, the Taylor family, opened it up to international interests. Since then, its modernisation has mainly focused on external marketing (with all that entails for exports), including its own website and visitor centre. The craft however, has remained the same from the start. This isn't due to a nostalgia or unwillingness to change, but rather because cooperage is a craft with such specific, established processes that any innovation feels superfluous.

Speyside Cooperage is one of Scotland's best-known cooperages, and the only one in the country that offers on-site visits. In addition to seeing the entire coopering process, visitors even get to try to build their own mini cask to take home and show off to friends and family.

#### **RESTORATION AND NEW CASKS**

During our tour in the home of whiskey, we learnt that oak is the only material that is suitable for making casks. This is because oak is dense enough to prevent seepage, while allowing the contents to breathe. A principle similar to the one we use in our workwear. And, of the fifty-odd species of oak that exist around the world, only a few are suitable for use as casks. The best-known is probably French oak. It is also worth noting that an oak takes a long time to reach its full size - around 150 years, to be more specific.

Restoration of used oak casks makes up the bulk of the work at Speyside Cooperage, but they do produce a smaller number of new casks, too. Their capacity is around 150,000 casks annually.



#### **TOUGH WORK ENVIRONMENT**

Stepping onto the shop floor, we find ourselves in a coarse, industrial environment. Vapour floods out of the coopers' mouths and into the damp air, while fires burn in oil drums and a constant clatter of sledgehammers rings through the room. Thousands of oak casks lie stacked on one another, waiting to be restored. The work tempo is high, and the casks are hand-rolled all over the cold shop floor, for storage and onward shipment by lorry to distilleries across the UK.

At Speyside Cooperage everyone seems to agree that a creative mind and passion for genuine craftsmanship are prerequisites for anyone considering a career as a cooper. That and a respect for the old customs. Everyone we meet on our tour exudes a pride in their profession and craft.

One of the people we met is Reece Cooper (yes, that really is his name), a young lad with hardly one year of professional coopering experience. During a short break he sat down next to a stack of casks and told us what attracted to him to the same career path that several of his ancestors took before him.

"The physical aspect of the work is something I like. I've always been an active person, so it's a great fit for me. Being a cooper is something special. Most of the work is done by hand. In fact, I don't think machines will ever be able to do what we do here," he said, looking out over the factory premises."

**Reece Cooper**

#### **A BELOVED OLD RITUAL**

On the subject of traditions: as we neared the end of the day we were treated to a vivid description of a rite of passage that every to-be cooper must go through. Marking the culmination of four years of apprenticeship, only once it is over can someone call themselves a real cooper. The ritual is called "blackening" and involves the candidate - after the odd friendly scuffle - being put inside the last cask he made as an apprentice and smothered in treacle and feathers.

At Speyside Cooperage, age-old professional skills passed down from generation to generation are combined with a modern visitor centre, complete with a gift shop and café. It comes as no big surprise that the seats in the café are made of... guess what? That's right, oak casks.

The company has seen the value of cashing in on its craft, and the welcome PR that the streams of tourists bring with them. Once again, we have proof that a well-kept professional secret doesn't necessarily have to be kept hidden from the world. Craftsmanship, creativity and a feel for living materials are all sought-after qualities in this increasingly digital, mechanised world. One of the last outposts where people still seem indispensable. Still.

# UNITE

YOUR TEAM



AVAILABLE IN UP TO 8 DIFFERENT COLOUR COMBINATIONS





4749 / SOFTSHELL JACKET



5930 / HYBRID JACKET



3463 / HYBRID SWEATER



3362 / SWEATSHIRT WITH FULL ZIP



1555 / CRAFTSMAN TROUSERS



1456 / SERVICE TROUSERS WITH STRETCH



1459 / SERVICE TROUSERS WITH STRETCH



1422 / 4-WAY-STRETCH SERVICE TROUSERS



5931 / WOMEN'S HYBRID JACKET



3851 / LADIES SOFTSHELL GILET



3464 / LADIES HYBRID SWEATER



3394 / LADIES SWEATSHIRT WITH FULL ZIP



INNERSHORTS | MESH

7148 / SERVICE SKIRT WITH STRETCH



7122 / LADIES 4-WAY STRETCH SERVICE TROUSER



7159 / LADIES SERVICE TROUSERS STRETCH



7195 / LADIES SERVICE TROUSERS WITH STRETCH

# STRETCH IT!



## THE ALL NEW 4-WAY STRETCH TROUSERS MAKE ANYTHING POSSIBLE

When you want to make an impression and stand out from the crowd - Blåkläder is there to support you. We have combined comfort and flexibility without compromising on our iconic design in our all new 4-way stretch trousers.

**DO WHAT YOU ARE HERE TO DO - X-TEND YOURSELF**

# BLÅKLÄDER GOES STRETCH

At Blåkläder we constantly challenge the conventional. With over 60 years of experience we have great knowledge about workwear. New materials are constantly developed and our mission is to use them wisely. Our all new 4-way stretch trousers prove this.

With soft mesh stretch you will experience high ventilation combined with CORDURA®-stretch for improved mobility. Once you've tried them on, you will never want to get out of your second skin.



**1998 CRAFTSMAN TROUSER 4-WAY STRETCH X1900**



**1997 HIGH VIS TROUSER 4-WAY STRETCH**



**1989 CRAFTSMAN TROUSER 4-WAY STRETCH WITHOUT NAIL POCKETS X1900**



# INCREASED FLAME RESISTANCE WITH LOTS OF LAYERS

A layer-on-layer system of arc certified garments gives the wearer increased protection in case of an accident. In addition to the fact that each layer itself offers protection, it is primarily the air gap between each layer that constitutes the main barrier to the thermal energy. Blue clothing recommends a three layer concept with outer layer, intermediate layer and inner layer. A flame-retardant support should be worn to maximize protection against heat and reduce the risk of burns.

## EXAMPLES OF GARMENT COMBINATION:



4796



3459



4089



Open Arc Test  
EN 61482-1-1  
ATPV = 57,5 cal/cm<sup>2</sup>  
ELIM = 51 cal/cm<sup>2</sup>

## NEWS!



## FLAME RESISTANT SWEATERS

Functional base garments with a high level of protection and increased visibility, adapted for work environments that makes demands on both functions and comfort.



3087 / 3459 / 3458

**NEW!**



**NEW COLOUR!**  
**MULTINORM**  
**LIGHTWEIGHT**

Inherent flame-retardant collection in a lightweight fabric, with a great fit and comfortable to wear.



4089 / 1589 / 1488

**INHERENT**  
**FR FABRIC WITH**  
**STRETCH PANELS**

Inherent collection in lightweight ripstop fabric for high wear and tear resistance.



1587 / 1487 / 1486



**MULTINORM**  
**LIGHTWEIGHT**  
**WOMEN**

Inherent flame-retardant collection in women's fit, made of ripstop fabric for high wear and tear resistance.



4969 / 7188 / 7189

# A GREAT INVESTMENT STARTS WITH A A FREE ANALYSIS

We do the analysis for you. Let us show you how your workwear purchase can be an excellent long-term deal. We carry out a free analysis of your business and your needs. You are just a phone call away from what might be your best ever investment. Contact one of Blåkläder's sales staff today.

**You are welcome to contact us!**

**BLÅKLÄDER CONTACT**

Tel: 0800 028 8234 / E-mail: [uksales@blaklader.com](mailto:uksales@blaklader.com)

FOR MORE INFORMATION VISIT: [WWW.BLAKLADER.COM](http://WWW.BLAKLADER.COM)