**THE L.I.M BARRIER JACKET FROM HAGLÖFS: IT’S ROCKET SCIENCE**

**Haglöfs' L.I.M Barrier Jacket makes use of a space-age technology for a truly outstanding protection and performance piece.**

One of the pieces that stands out from Haglöfs' SS20 collection is the new L.I.M Barrier Jacket: a protective insulated jacket that uses cutting-edge material technology to keep the wearer warm and comfortable, without slowing them down.

Designed and built to be the opposite of a traditional bulky insulating layer – and to fit with the design philosophy of the overall L.I.M range, low weight and keep the bulk to a minimum. The L.I.M Barrier Jackets' secret lies in its use of PrimaLoft® Gold with Cross Core technology. In this material, micro denier fibres are fused with Aerogel, a remarkable substance that's renowned for its insulating properties. It is used in space missions and is one of the lightest solid substances yet made.

Tom Louage, Business Area Manager for Clothing at Haglöfs, says:

*"PrimaLoft® Gold with Cross Core might well be the lightest insulating material we've ever found, we had to use it in key pieces like the L.I.M Barrier Jacket. We've set ourselves a challenge when it comes to items in the L.I.M range, making them as light as we can without sacrificing performance. It goes without saying that this insulation material fitted the bill."*

As well as providing a good barrier against the cold, the L.I.M Barrier Jacket has been built with a tough tear-resistant outer shell and has been DWR treated for even better weather protection, helping it live up to its name. It's made with bluesign®-approved and recycled materials. As a member of Haglöfs' benchmark-setting L.I.M family, any additional features that add weight have been kept to a minimum.

The L.I.M Barrier Jacket has been designed with a dual purpose in mind: to keep the wearer warm and dry, and to be as light as possible. Thanks to a smart blend of groundbreaking materials, Haglöfs' history of producing high-performance and protective gear, and a strong design philosophy that demands innovative solutions, the L.I.M Barrier Jacket achieves just that.

**The L.I.M Concept – ‘Less is More’**

The basic concept is simple. Remove everything unnecessary but keep what is needed. It might sound easy, but it’s a long process. Every garment is tried out, compared, evaluated, tested and reworked – over and over again. What material weighs as little as possible without sacrificing durability, flexibility, waterproofing and packability? How thin can you make a membrane without compromising its other qualities? There's always a smarter way of constructing something, but it’s never obvious. Having perfected the L.I.M Concept for 20 years, at this point Haglöfs understands this better than anyone, this is as light as it gets.

**Haglöfs’ L.I.M Barrier jacket will be available from Spring 2020, in Haglöfs’ own stores and online, as well as through selected retailers worldwide.**

**For more details, please contact:**

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**Haglöfs’ L.I.M Barrier Jacket - Product Sheet**

**Fabrics:**

100% Polyamide, super light yet strong 15D semi-transparent taffeta, 31 g/m², bluesign® approved PrimaLoft® Gold Insulation with Cross Core™ Technology 80% Recycled Polyester 20% Polyester is a revolutionary fusion of multiple technologies to create a product with warmth and comfort protection never achieved before. Aerogel is composed of more than 95% air, and has the lowest thermal conductivity of any known substance. Blended with PrimaLoft® proprietary microfibers to create a synthetic powerhouse delivering unprecedented lightweight warmth. PrimaLoft® proprietary fiber finish ensures wet weather protection for comfort during the harshest conditions. 40g/m² bluesign® approved.

**Features:**

* Lightweight wind-resistant face fabric.
* Insulated with ultralight PrimaLoft® Aerogel technology to keep you warm without added weight.
* Fluorocarbon-free DWR-treated surfaces help repel water and dirt.
* Narrow quilting for less bulk and easy layering.
* Hand warmer pockets with invisible zippers for a clean look.
* Minimalistic design with elasticated sleeve endings and partly elasticated hem.
* Centre back length 74 cm (men's size L).

**Available in size range:**

Women: XS - XXL

Men: S – XXL

**Recommended retail price: 190€**