

- Step into the world of Pinewood -

Embrace the wild

2024

We live as we learn

We are true outdoor nerds from Småland, Sweden.

We live as we learn and develop products that we ourselves like and recommend to friends and family.

We aim to lower the barriers to the outdoors and promote an active outdoor lifestyle for more people.



Rainer
Founder



Isabel
Sustainability Manager



Carolina
Product Developer



Timar
Warehouse Department



Mikael
Sales Manager



Bengt
CEO

- MISSION -

Making people feel more at home in the outdoors.





Our heritage Småland, Sweden

Durable clothing from the forests of Småland, Sweden

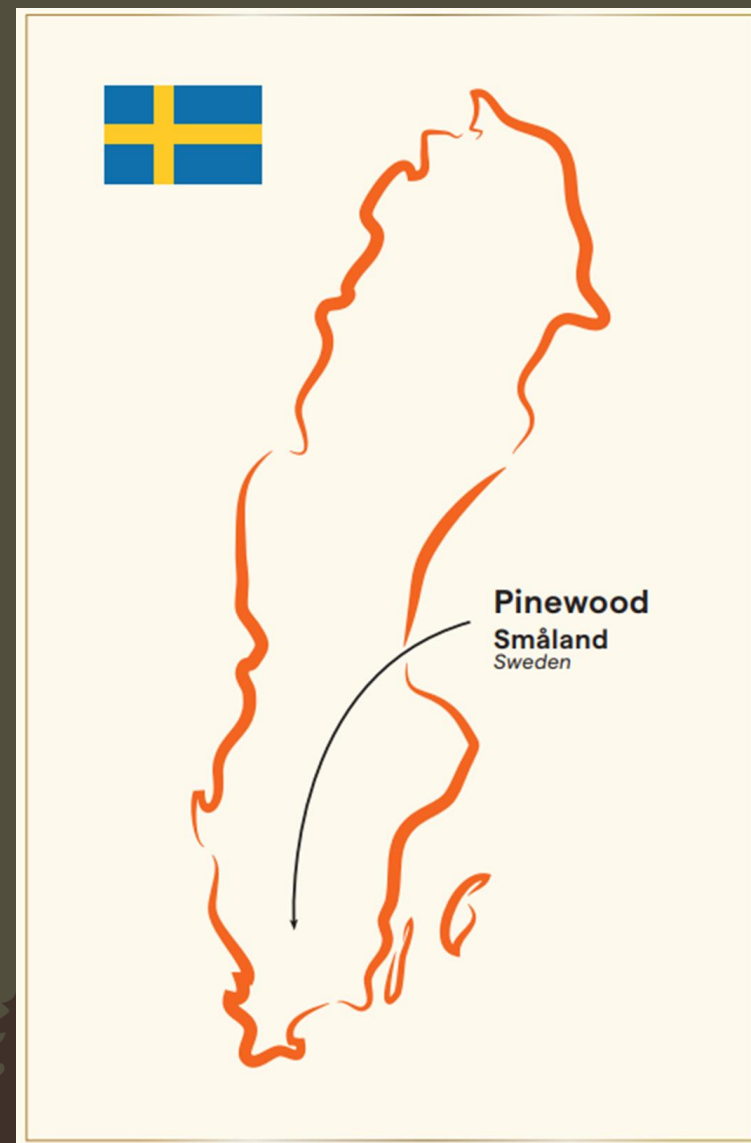
70% of Sweden is covered by forest.

75% of Småland is covered by forest.

The forest is our home.

The forest is our name and symbol.

The forest is Pinewood.





Pinewood is the forest

The spirit of Småland

The forests of Småland, have nurtured a particularly durable and inventive personality.

To survive and thrive in the dark and rocky forest landscapes, people here always needed to think extra carefully to find solutions to problems and make the most of what you got.

A legacy that has created
a unique form of entrepreneurial spirit.



How do you recognize a Smålänning*?

* A person from Småland

Hard-working

Strong entrepreneurship

Strong sense for community & cooperation

Keeps the wallet close to the heart

Finds creative solutions for everyday problems

Known for being warm and hospitable

Proud of our heritage



Pinewood is togetherness

Our goal is to make nature a natural, everyday meeting place for friends, colleagues, families, and loved ones. Here, we connect and enjoy time together.

These moments in nature create a sense of togetherness that lasts long after the journey ends.

Embrace the beauty of nature and the joy of togetherness, the best moments are those we share with loved ones.



Value for money

In Småland, we have mastered the art of making the most out of limited resources.

This characteristic, often seen as being **economically minded**, is deeply ingrained in our culture.

We value efficiency and are celebrated for our ability to **save and manage our finances wisely**.



Quality without compromise

We have 2 factories totally dedicated to Pinewood, with total 300 people, making garments for Pinewood all year round.

We have full cost and quality control from seamstress to end consumer.



- POSITION -

**We challenge with confidence by
walking our own trail.**

CORE VALUES

Passionate

Working with passion helps us be more professional – and always stay playful.

Honest

Say how it is. Honesty lasts the longest and builds credibility and attraction.

Confident

If we keep it simple and believe in our way of doing things, we will become a magnet that draws like-minded people to us.

Durable

We don't innovate for the sake of innovation. We focus on the most important thing – to be durable.

Designed in Sweden

All research and development is done locally by our own team in Värnamo, Sweden.

Clothing that will make outdoor life even more accessible – while at the same time caring for the climate.

With Pinewood, you can focus on the experience, regardless of season or weather.



Decades of expertise in the outdoor industry

It all began in 1996, with the now iconic Canada shirt. Perfect both for nature adventures and everyday life.



Pinewood is a Småland entrepreneurial outdoor clothing company, embodying resilience, innovation, and resourcefulness.

We constantly strive to improve, ensuring our high-quality apparel offers comfort and durability for every adventure.



Rainer Rüssel, Founder of Pinewood

**Durable outdoor clothing that
makes people want to get dirty.**

Sustainability

Sustainability plays a central role in our business model, an important work that will continue indefinitely.

With our roots in the woods, we are deeply aware of the responsibility towards the climate that comes with running a global apparel brand.

Nature is the true source of our inspiration and passion, and we are dedicated to preserving it for future generations.

You will find the Pinewood Sustainability Report at www.pinewood.eu

*"Early on we became members of **amfori**, the leading global business association for social responsibility and sustainable working conditions. In recent years we've intensified our sustainability work and are now working focused with activities linked to the **European Green Deal**."*

Isabel Turesson, Sustainability Manager



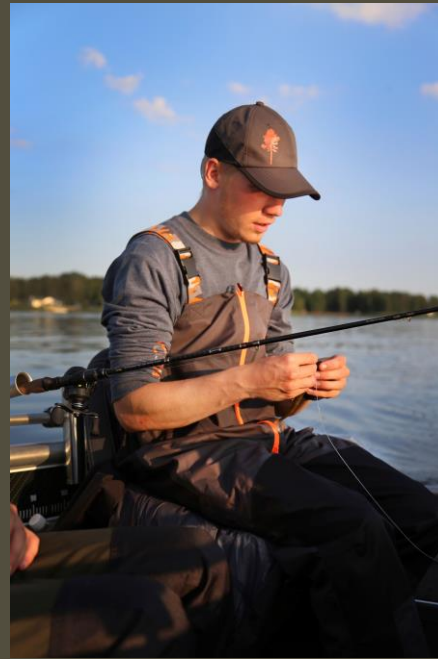
Pinewood categories



Hiking



Hunting



Fishing



Dog Sport



Everyday lifestyle

The Pinewood way

NO

Pretentious

Conservative

Sport/ Tech-gear

High mountains, open fjords

YES

Relaxed & down-to-earth

Playful

Function, recreation

Forest



- TONALITY -

**Genuine. Honest. Bold.
No bullshit. Unpretentious. Folky.
Laid back. Inclusive. Playful.**

- TONALITY -

**To feel good you have to
go completely wild from
time to time.**

**Welcome to the
Pinewood family!**

