

Swedish Footwear for the New Outdoor

WOORKBOOK

SPRING / SUMMER 2013

 **ICEBUG®**



FOOTWEAR FOR THE NEW OUTDOOR

Icebug exists to develop new concepts that increase people's opportunities to be active outdoors. This spirit of innovation, combined with faith in what we do, is probably why it's still fun to be a small, independent Swedish Footwear brand, taking on the global giants.

Icebug has always made products for outdoor use, but we've never been a traditional outdoor brand. We want to challenge how a functional product can be designed and look. We want to broaden the concept of outdoor activities. In modern life there are many different types of outdoor: street, park, trail, wilderness.

Inventing traction footwear is what we are best known for, but we also set a new standard for orienteering race shoes and we're the pioneers in making light, warm and well-fitting winter boots. We plan to keep redrawing the map, blurring the boundary between urban and nature, always trying to inspire to get out.

THE TRACTION PROVIDER

Icebug provides people with the best possible traction, to empower them to have fun and be safe when continuing to do their favorite outdoor activities even when it's slippery: running, walking, light trekking.

THE SCANDINAVIAN TRAIL RUNNING ALTERNATIVE

Many "trail runningshoes" are really asphalt shoes that have been given a rougher sole and upper. Icebug, on the other hand, is approaching trail running from the most extreme form of off trail; using the knowledge we get from being the market leader in orienteering, the authentic, Scandinavian, form of trail running.

STYLE, ALWAYS WITH FUNCTION

With attention to detail, but without compromising style, we are creating casual looking shoes that still promote the health of the feet and select materials that make the least impact on resources. Icebug is functionality concealed in Scandinavian design.

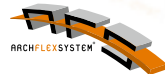
THE TECHNOLOGIES



OutDry Footwear

- Absolutely waterproof
- Highly breathable
- Superior fit

OutDry footwear features a patented lamination process that bonds the waterproof membrane directly to the shoe's outermost layer so your feet stay dry, warm, and comfortable. This is unlike traditional "waterproof" footwear with a floating bootie that allows water and debris to stagnate between the layers making your feet feel cold and heavy.



AFS

The Arch Flex System footbed is developed in cooperation with Ortolab, Scandinavia's leading manufacturer of custom made orthopaedic footbeds. The unique and patented feature is the dynamic support for both the midfoot and the transverse forefoot arches. (more info on p.22)



Non absorbing materials

Non-absorbing materials gain very little weight when they get wet. Important for footwear used in wet condition activities where weight is a critical factor.



Water resistant

Water resistant materials are either treated or dense enough to repel water. They are not 100% waterproof, but the gain is the high level of breathability. To maintain the water resistance of a treatment a material needs to be taken care of properly.



Fixed studs

Fixed studs do not adjust to the surface like the dynamic ones, instead they are always exposed and ready to grip. Fixed studs enable the sole to be a bit thinner which in turn saves weight and improves ground control.



Recycled materials

Recycled materials and environmentally friendly treatments have been selected to a great extent in order to minimize negative impact.



WATER NOT INCLUDED™

The OutDry waterproofing system is based on patented and proprietary lamination processes and equipment that bond a waterproof, breathable membrane directly to the back side of a glove's/shoe's outermost layer, creating a unique one-piece component while sealing the stitching and any other potential water entry points. The result is superior waterproofing, breathability, comfort and fit. OutDry construction processes eliminate air pockets created by the decades-old, industry standard bootie/bladder waterproof construction. These outdated methods, where water and debris can collect in-between layers, can result in added weight while reducing insulation benefits, ultimately causing discomfort to the user.



THE TRACTION

With our carbide tip stud technologies Icebug is the expert in providing the highest level of traction for extreme slippery conditions.

Until now, we have not been equally strong in rubber soles without studs. That is why we are extra proud to present our newly developed compounds. We have bench marked against the best "sticky rubbers" available on the market and developed more traction, while maintaining the rubber durability recommended for asphalt shoes. Both lab and field tests show that our new RB9X outgrips the competition.

In addition to the compounds, the sole patterns are designed and engineered for best traction combined with lowest weight for different activities.



Fixed studs

The sole has fixed carbide tip studs that are always exposed and ready to grip. With fixed studs it's possible to make the sole relatively thin which saves weight and improves ground control. The carbide tips are 6-7 times harder than normal steel and are virtually impossible to wear out. Our most extreme traction technology.

NEW! RB9X

Rubber 9 Extreme is the ninth compound we develop based on sticky rubber, mixing in new components with the objective of providing optimal traction for extreme use in wet conditions. RB9 doesn't feel as sticky, but grips better on wet rocks, tile, concrete and wood. The durability is below 120 DIN, which meets SATRA's recommendation for asphalt running shoes.



RB3A

Rubber 3 All-round is our compound for all-round traction and agility. To the basic sticky rubber we have mixed in a higher percentage of natural rubber to make the compound softer and give it higher friction. Provides excellent traction on grass, gravel, rocks, etc. Despite being soft this compound also have a durability below 120 DIN (meeting SATRA's recommendation for asphalt running shoes).

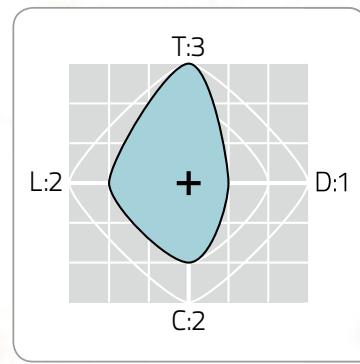


THE FEATURES GUIDE

Our line is like a mountain, and the higher you want to go the more is asked of you. What increases are the demands on the technique and the toning of the muscles of the foot.

There are people who are able and willing to go straight to the top. There are those that are happy to walk around on the trails at base and enjoy the view. There are those that are getting to a certain altitude right now, but are aspiring to get higher.

Also in our line, there can be development in which kind of shoes you use. And the same person can have different shoes for different training activities.



PYTHO2 >>

	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	5 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide

Torsion (T)

Less torsion in the shoe (easy flex) means that the foot has less support and has to work more on its own. The natural movement builds strength but is also demanding. More torsion (medium flex or stability flex) offer more support which is an advantage for feet that do not have sufficient strength or during long sessions when feet get tired.

Drop (D)

Drop is how much the heel is elevated relative to the forefoot. Standing barefoot on the floor is zero drop. More drop is for most perceived as more comfortable. Less drop is more like the natural position of the foot, but it also puts more strain on the muscles and tendons of the foot, particularly the Achilles. We recommend getting used to a lower drop gradually, and according to your body's capacity. We divide the drop of our shoes in three different groups: Small (4-5mm), Medium (6-9mm), Large (10-13mm).

Cushioning (C)

Cushioning is the capacity of the sole to absorb shock. Less cushioning (responsive) means better contact with the ground, but also demands more from the running technique and the biomechanical capacity of the foot to absorb shock. More cushioning (medium or full) provides more comfort and is a help in the shock absorption.

Last (L)

What last width that is best to use is of course mostly related to the width of the foot. Apart from that, our narrow lasts are racing oriented, best suited for running fast. The medium and wide last are generally better suited for slower work and longer distances. Regardless of width, our lasts are anatomically shaped and optimized for type of activity.



OFF TRAIL

It's the experience from orienteering, the authentic Scandinavian form of off trail running, that sets our criteria. When you run at the highest possible speed through the toughest terrain, the shoes must be light, durable, give good ground control, assist to avoid injuries, protect the feet and provide optimal traction. High speed through un-trailed terrain is extremely demanding on the equipment. Ultimately, we aim at making shoes that on your feet transcend to a tool of freedom, to reach the euphoric flow when body, nature and spirit become one.

SPIRIT3 olx



Winning the World Championship in orienteering doesn't mean you get to rest, at least not if you want to stay at top. The same goes for our Spirit, as we constantly look for ways to improve it and keep its position as the benchmark in the off trail business.

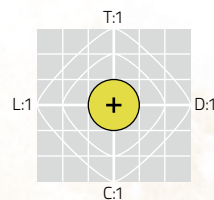
The Spirit3 has seen several updates and among them is a new softer upper material, yet very durable and non-absorbing (maximum 20% increase when wet) but even lighter and more flexible than before. The tongue is getting more padding. The heel cup has been made softer and has a micro suede lining. Furthermore the lacing has been updated, both the eyelets and the lace itself. The sole unit is upgraded to a level where it still is supportive but more flexible than before, this to allow the foot to move naturally. The outsole has excellent grip, with innovative diagonal ridge pattern, that is enhanced to amazing with 14 integrated carbide tip studs.

♂ A9805-9A Black/Poison ♀ A9806-9A Black/Poison
♂ A9805-9C Emerald/Poison ♀ A9806-9B Cherry/Black

UPPER: Woven Polyester/Nylon / ProtecPU™
LINING: Quick dry mesh / Micro Suede at heel counter
MIDSOLE: Compression molded Lightweight EVA with ESS arch stabilizer
OUTSOLE: Rubber with 14 fixed carbide tip studs

WEIGHT: 290 gr (US9) / 250 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



SPWIDER2 olx



Spwider is a wider last version of Spirit and now presenting the second generation there are some improvements that will sharpen its performance even more!

This season the upper is even softer but still as durable and light as before, the new upper material is also non-absorbing which means a really low weight-gain when running in wet conditions. The lacing is semi-hidden to reduce risk of sticks and branches getting stuck and the lace itself has been upgraded.

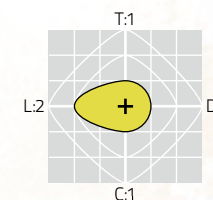
Apart from the width it's the same winning sole unit as on the Spirit and it has seen the same upgrade to a level where it still is supportive but more flexible than before, this to allow the foot to move naturally. The grip is excellent thanks to the innovative diagonal ridge pattern... and the 14 integrated carbide tip studs enhance the grip to Amazing! Spwider olx is ideal for racing and high paced training in rough terrain, for orienteering, cross country and mountain running.

♂ A9807-9A Black/Poison ♀ A9808-9A Black/Poison
♂ A9807-9B Emerald/Poison ♀ A9808-9C Poison/Candy

UPPER: Woven Polyester/Nylon / ProtecPU™
LINING: Quick dry mesh (heel counter in micro fiber)
MIDSOLE: Compression molded Lightweight EVA with ESS arch stabilizer
OUTSOLE: Rubber with 14 fixed carbide tip studs

WEIGHT: 295 gr (US9) / 255 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



ACCELERITAS3

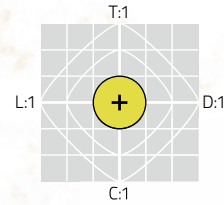


Acceleritas3 is minimalism the Icebug way, a must-have for untimidated trail, mountain and forest runners! The new upper materials are very durable with a minimal water pickup. Terrain feel is remarkable thanks to the low profile of the sole. The Acceleritas3 has a new midsole construction which decreases weight further (sub 200 grams!) and makes it even more flexible. The shoe allows the natural movement of the foot, like running in a pair of socks, but socks that provide thermal and impact protection, and traction. The outsole is designed with a pattern that is optimized to grip on hard as well as on soft surface, with an aggressive pattern where dirt is steered away to the sides in diagonal channels (it's the same principal as in tractor tires). The newly developed RB9X compound is durable but provides very high friction, setting a new standard for traction on wet and slippery surfaces.

♂ B5309-0A Black/Opal ♀ B5310-0B Black/Poison
 ♂ B5309-0B Black/Poison ♀ B5310-0C Black/Candy

UPPER: Woven nylon / TPU / ProtecPU™
LINING: Quick dry mesh / Micro Suede at heel counter
MIDSOLE: Compression molded Lightweight EVA
OUTSOLE: Rubber 9 Extreme

WEIGHT: 195 gr (US9) / 170 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)



	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide

ARANEA

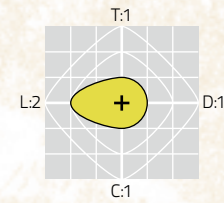


Aranea relates to Acceleritas in the same way that Spwider relates to Spirit; it has a wider last. Very durable upper materials with minimal wet weight increase. The lacing system is "hidden" to make running through heather and bushes as smooth as possible. The low sole profile results in great responsiveness and the torsional easy flex gives a great running feeling. The outsole compound is quite soft and very sticky, but yet durable, and has a very aggressive pattern. Aranea is the perfect companion for any high speed off trail adventure, be it on a wet moraine or on a pine forest bed.

♂ B5307-0A Black/Poison ♀ B5308-0A Black/Poison
 ♂ B5307-0B Opal/Poison ♀ B5308-0C Emerald/Candy

UPPER: Woven nylon / TPU / ProtecPU™
LINING: Quick dry mesh / Micro Suede at heel counter
MIDSOLE: Compression molded Lightweight EVA
OUTSOLE: Rubber 9 Extreme

WEIGHT: 230 gr (US9) / 200 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)



	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



TRAIL RUNNING

Icebug wants to make trail running, the healthiest and most fun form of running, accessible to all. We believe in making shoes that follow the natural movement of the foot, and when developing new styles we build from a minimalist base then adding structural support, shock absorption or other features to target all types of trail runners, from driven to recreational.

ANIMA2



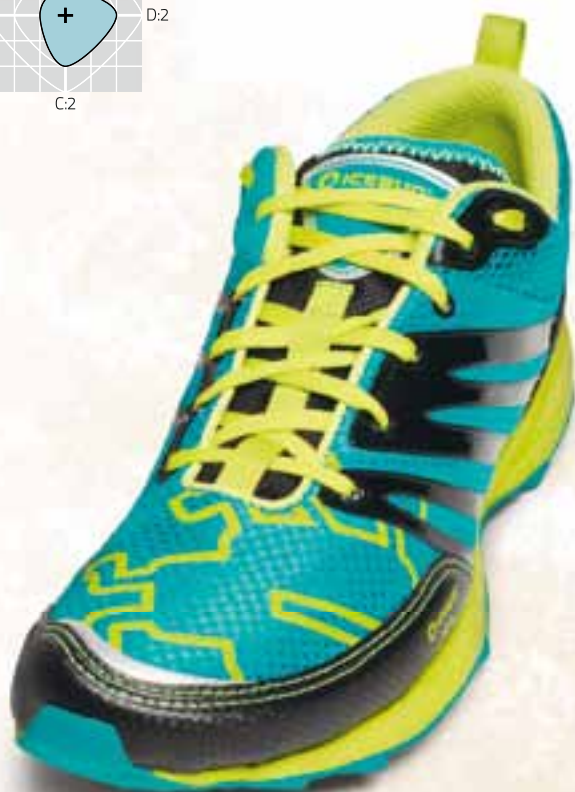
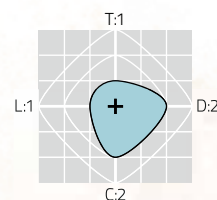
Very light trail running shoe for high pace running. Follows the natural motion of the foot. The SS13 version comes with a re-designed straight lacing, and an up-graded lace. The molded lacing details fixate the position of the heel and ankle over the sole, while the fore foot can still move freely. Toe bumper and heel counter together with a full rubber soles offers moderate trail protection. Foot shaped last and a memory foamed heel cup. Good ground control with low sole profile and the narrow heel part of the sole, together with the soft midsole material, combines to absorb an uneven surface landing, instead of aggressively jerking the foot to the other side. The grip of the sole has been up-graded with the newly developed high friction compound RB9X, setting a new standard for traction on wet and slippery surfaces. We have quite simply used our experience from high speed running in un-trailed terrain and increased the comfort with more shock absorption. Have fun!

♂ C1603-0A Black/Poison ♀ C1604-0A Black/Poison
♂ C1603-0B Opal/Black ♀ C1604-0C Opal/Cerise

UPPER: Knitted textile / PU / TPU
LINING: Mesh, memory foam in collar
MIDSOLE: Injection molded lightweight EVA
OUTSOLE: Rubber 9 Extreme

WEIGHT: 265 gr (US 9) / 225 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	Small	8 mm	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



CERTO



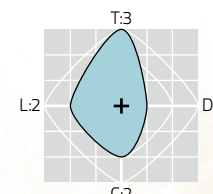
Cool trail running shoe with airy mesh upper, well protected with toe and heel reinforcements. The mesh upper keeps the foot cool even on warm summer days. The upper material has a low wet weight thanks to a closed cell construction in the foam and the mesh textile. ProtecPU protective trim on toe box and heel cup. The high friction RB3A rubber compound has a perfect balance between traction and durability. Excellent ground control thanks to low profile and a low drop. The high torsion midsole gives a stable shoe perfect for recreational trail runners, or for long distance training for more experienced runners.

♂ A7105-0A Black ♀ A7106-0A Black
♂ A7105-0B Poison ♀ A7106-0C Violet

UPPER: Airy Mesh/ MicroSuede / PU
LINING: Half lined with QuickDry mesh
MIDSOLE: Compression molded lightweight EVA with TPU stabilizer
OUTSOLE: Rubber 3 All-round

WEIGHT: 300 gr (US 9) / 270 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	5 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



PYTHO2



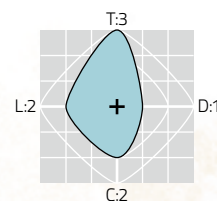
Durable trail running shoe with an outstanding balance of trail feel and trail protection. In contrary to its, almost bulky, presence it's surprisingly light. Durable upper materials with low absorption, yet dense enough to keep the foot fairly dry. ProtecPU protective trim on toe box and heel counter, one piece high friction rubber sole protects the sole of the foot. 3D flow-molded exo-skeleton cage supports and embraces the foot, retaining it closely over the midsole during aggressive maneuvers. The low profile, small drop and torsional stability make it an ideal racing shoe for recreational trail runners. Daily trainer for light, neutral runners.

- ♂ A7103-0B Black/Poison ♀ A7104-0B Black/Poison
- ♂ A7103-0D Opal/Poison ♀ A7104-0E Cerise/Poison

UPPER: Protec PU™/ Ripstop nylon / TPU
LINING: QuickDry mesh
MIDSOLE: Compression molded lightweight EVA with TPU stabilizer
OUTSOLE: Rubber 3 All-round

WEIGHT: 320 gr (US 9) / 275 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

	1	2	3
Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	5 mm	Medium	Large
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



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TRAIL WALKING

Walking the walk. Our ambition is to bring the best of our much loved Icebug Winter Active collection to summer by using a combination of style and the right level of function. The aim is nothing less than giving you a shoe to fall in love with and to sport in everything from outdoor activities to lifestyle pleasure moments!

SPRUCE



A low cut trail walker where style meets function. Spruce comes in two different upper material versions, leather and suede, both of them with great durability. The upper is 100% waterproof, yet very breathable and light, thanks to the OutDry membrane construction. The drop and roll of the sole construction, in combination with the foot shaped last, cater for healthy feet and great comfort. The engineered saw tooth sole pattern and high friction rubber compound gives great all round traction. For an everyday use where comfort and function are as desired as good looks.

- ♂ D3701-0B Coffee/Black ♀ D3702-0D Black
- ♂ D3701-0D Black ♀ D37021-0C Wine/Black
- ♂ D37011-0A Opal/Black ♀ D37022-0A Opal/Black

UPPER: Oily Nubuck Leather / Pigskin / Suede
LINING: Textile
MIDSOLE: EVA with nylon shank
OUTSOLE: Rubber 3 All-round

WEIGHT: 365 gr (US 9) / 320 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	Small	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



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♀♂



Sole for all black and brown Trail Walking models



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PINE



A balanced mix of modern cuts with classic natural materials in traditional alpine mid cut. Just like its sibling Spruce, Pine comes in the two upper material versions and has the same high torsion midsole and wide foot shaped last. The higher cut adds a degree of stability and also increases the level of comfort when walking in wet conditions or rough terrain. The OutDry membrane makes it 100% waterproof, still it's very light compared to other mid cut membrane alternatives. The saw tooth pattern of the high friction RB3A outsole gives great traction in a wide variety of surfaces. For a multitude of outdoor activities where style and design are as important as comfort and weather protection

- ♂ D3707-0A Coffee/Black ♀ D3708-0B Black
- ♂ D3707-0B Black ♀ D3708-0C Cherry/Wine

UPPER: Suede/PU/TPU skeleton
LINING: Textile
MIDSOLE: EVA with nylon shank
OUTSOLE: Rubber 3 All-round

WEIGHT: 355 gr (US 9) / 320 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	Small	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



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Sole for all black and brown Trail Walking models



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WILLOW



Comfortable low cut walking shoe with sporty looks. The textile upper is light and together with the OutDry membrane it creates a healthy foot climate; not too warm and both breathable and waterproof. The drop and roll of the sole construction, in combination with the foot shaped last, cater for great comfort. The engineered saw tooth sole pattern and high friction rubber compound gives great all round traction. Ideal shoe for all your outdoor activity or lifestyle pleasure moments!

♂ D3703-0D Black ♀ D3704-0B Purple/Silver
 ♂ D3703-0A DkPoison/Black ♀ D3704-0D Black

UPPER: Textile / PU / TPU skeleton
LINING: Textile
MIDSOLE: EVA with nylon shank
OUTSOLE: Rubber 3 All-round

WEIGHT: 335 gr (US 9) / 285 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	Small	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



OAK



Oak is the mid cut sibling of Willow, it has the same textile material in the upper where the OutDry membrane guarantees waterproofness. Despite the mid cut height it's very light due to the patented lamination technique of the OutDry membrane. The high torsion midsole and the perfect drop and roll create a great combination of stability and comfort. Oak is for those looking for the properties of a super comfortable walking shoe but with a contemporary look and extra support.

♂ D3705-0B Opal/Black ♀ D3706-0A Wine
 ♂ D3705-0C Black ♀ D3706-0C Black

UPPER: Textile / PU / TPU skeleton
LINING: Textile
MIDSOLE: EVA with nylon shank
OUTSOLE: High friction rubber

WEIGHT: 355 gr (US 9) / 300 gr (USL7,5)
SIZE: US7-13 (40-47) / USL5,5-USL10,5 (36-42)

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	Small	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



EASY STREET

It is quite amazing how such urban looking shoes as the Easy Street line can embody so much function. Especially when considering that this functionality doesn't come at the prize of an increased environmental impact, but the other way around, as we select materials that make the least impact on resources. Style, Function and Responsibility, that's the Easy Street agenda.

EStilo



This is an innovative shoe, a new concept and look. It combines style and function and aims at those with a higher than average interest in design and material that still want the best in function. Wanting to look casual but still dressed and at the forefront. EStilo comes in two upper versions; Suede and Leather. This shoe provides minimal support and as such is close to a "bare-foot" shoe. Change laces to black (included) and it works with a black suit!

- ♂ ♀ C9901A Black
- ♂ ♀ C99011C Shell
- ♂ ♀ C99011D Indigo

UPPER: Perforated Suede; Nappa Leather (Semi-veg tanned)
LINING: Textile (70% recycled Polyester)
INSOCK: AFS Slim Sport medium (100% Recycled Polyester lining)
MIDSOLE: Re-Rubber (40-50% Recycled material)
OUTSOLE: Re-Rubber (40-50% Recycled material)

SIZE: EUR 36-47

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



rESponse



Clean Scandinavian design with a high level of innovation. We have built the shoes with a very soft and flexible sole, where the structure is provided by the built in AFS footbed. The footbed gives a dynamic support to the arches, while still letting the muscles of foot work like they are supposed to. This construction gives immediate comfort and has a positive long term health effect on the foot.

Since these products are not extreme wear or performance, we have been able to select recycled materials to reduce the use of resources. Perhaps most important is the natural feeling: the ambition is to recreate the sensation of walking barefoot on a wet sand beach, when walking down the street.

- ♂ ♀ C9904A Black
- ♂ ♀ C99041C Shell
- ♂ ♀ C99041D Indigo

UPPER: Mesh (70% recycled Polyester) / PU; Recycled 'Canvas' textile / PU
LINING: Textile (70% recycled Polyester)
INSOCK: AFS Slim Sport medium (100% Recycled Polyester lining)
MIDSOLE: Re-Rubber (40-50% Recycled material)
OUTSOLE: Re-Rubber (40-50% Recycled material)

SIZE: EUR 36-47

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



frESH



Open mesh structure guarantees cool feet in these slip-on goodies. The airy upper is made from 50% recycled polyester with a really light feeling. The AFS foot bed supports the foot's own shock absorption, but the lack of the structure in the shoe still forces the foot to work making it gradually get stronger. An ideal shoe to use "after sport" as part of recovering. Fully vegan compatible.

- ♂ ♀ C9906A Black
- ♂ ♀ C9906B DkPoison

UPPER: Mesh (50% recycled Polyester) / PU (coated on recycled backing)
LINING: Textile (70% recycled Polyester)
INSOCK: AFS Slim Sport medium (100% Recycled Polyester lining)
MIDSOLE: Re-Rubber (40-50% Recycled material)
OUTSOLE: Re-Rubber (40-50% Recycled material)

SIZE: EUR 36-47

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



conquEST



Light and trendy, the conquEST is a true eye-catcher! However, for once style doesn't come at the price of comfort. The upper comes in two versions; Suede and Canvas, both of them very smooth and nice. The mid cut shaft has a soft padding. The recycled rubber sole is extremely flexible, really allowing the foot to move naturally and thus making it gradually stronger. In addition we added an AFS footbed that gives a dynamic support to the foot's own shock absorption. For those that want a street look without giving up comfort.

- ♂ ♀ C9905A Black
- ♂ ♀ C9905E DkPoison
- ♂ ♀ C99051C Indigo
- ♂ ♀ C99051D Shell

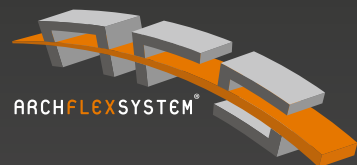
UPPER: Perforated Suede; Recycled Polyester Canvas / PU Nubuck
LINING: Textile (70% recycled Polyester)
INSOCK: AFS Slim Sport medium (100% Recycled Polyester lining)
MIDSOLE: Re-Rubber (40-50% Recycled material)
OUTSOLE: Re-Rubber (40-50% Recycled material)

SIZE: EUR 36-47

Torsion (T)	Easy flex	Medium flex	Stability flex
Drop (D)	4 mm	Medium	12 mm
Cushioning (C)	Responsive	Medium	Full
Last (L)	Narrow	Medium	Wide



For the love of the foot



The benefits of a high performance footbed are huge and more far reaching than most would perhaps expect. When the foot has a correct structure, the foundation is laid for correct alignment higher up in the body. Accordingly, not only problems with the feet, but also the lower legs, knees, hip, back and even neck can be helped. We have worked together with Ortolab, the laboratory that makes the best custom made footbeds that we have tried, using their know-how to build in their patented technology of giving dynamic support to the arches in a prefabricated footbed. Arch Flex System footbeds are unique in the way that they strengthen the foot's own shock absorption, giving support but still allowing the natural movement. The full Arch Flex System allows you to choose between three different arch heights, according to your foot.

For Easy Street we are using the medium arch specification. This will give those with medium and high arches, around 80 percent of all people, an enormously improved fit and foot interaction compared to a conventional insole. For those with low arches the footbed is possible to change or remove all together.

For immediate comfort and a long term positive health effect, we want to make the best of Scandinavian orthopedics available for all.

More information and complete product range on www.archflexsystem.com



ACCESSORIES

← OVERSHOE



The overshoe is a full rubber extra sole that easily can be put on without having to take off your Icebugs, covering the sole and the studs. It protects, for instance, sensitive floors from being damaged by the protruding studs. It is not intended to be used for long distances. Caution: The Overshoe might be slippery on wet floors.

C6799 Overshoe Black SIZES: US 4-5.5, 6-7.5, 8-9.5, 10-11.5, 12-13 USL L5.5-7, L7.5-9, L9.5-10.5

GAITER →

Light weight, elastic gaiter that keeps mud, snow and debris out of the shoes. A major injury risk during winter is that the Achilles tendon gets wet, cold and stiff. Sealing the edge of the shoe, and adding warmth to this area, helps preventing this problem. The gaiter can be used for all the Icebug running shoes. There are two sizes. Medium can be used from size USL5,5-10,5 (US4-9) and large for US9-13.

B1599 Gaiter Black SIZES: M and L



← TRAIL BUGweb



The Trail BUGweb® has six fixed carbide tip studs, permanently mounted in the rubber structure. It fits a corresponding groove pattern in the soles the Icebug's products that are marked BUGweb compatible. The BUGweb is easy to put on and provides grip at times when it's really needed, for examples on ice, wet and slippery rocks, roots and grass. Fit and performance is substantially better than a traction device which does not integrate with the shoe.

78999B Trail BUGweb Carbon SIZES: US 4-5.5, 6-7.5, 8-9.5, 10-11.5, 12-13 USL L5.5-7, L7.5-9, L9.5-10.5

ESW BUGweb →

The ESW BUGweb® has six fixed carbide tip studs, permanently mounted in the rubber structure. It fits a corresponding groove pattern in the soles of some of the Easy Street Winter line: Lodur and Eir. The ESW BUGweb is easy to put on and provides extra traction for slippery conditions. The BUGwebs can be removed when going inside.

78980A ESW BUGweb Carbon SIZES: EUR 36-37, 38-39, 40-41, 42-43, 44-45, 46-47



ICE TUBE →

Stretchy tube with a wide range of possible applications. Neck warmer, hat, bandana etc.

99027 IceTube Grey One size

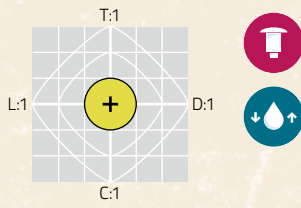


SIZE CONVERSION TABLE

EUR	36	36,5	37	37,5	38	39	40	40,5	41	41,5	42	42,5	43	44	45	45,5	46	46,5	47	48	49
US							7	7,5	8	8,5	9	9,5	10	10,5	11	11,5	12	12,5	13	14	15
USL	L5,5	L6	L6,5	L7	L7,5	L8	L8,5	L9	L9,5	L10	L10,5										
UK	3	3,5	4	4,5	5	5,5	6	6,5	7	7,5	8	8,5	9	9,5	10	10,5	11	11,5	12	13	14
JP	22	22,5	23	23,5	24	24,5	25	25,5	26	26,5	27	27,5	28	28,5	29	29,5	30	30,5	31	31,5	32

SPIRIT3 olx

Torsion (T): **Easy flex**
 Drop (D): **4 mm**
 Cushioning (C): **Responsive**
 Last (L): **Narrow**



♂ A9805-9A Black/Poison



♂ A9805-9C Emerald/Poison



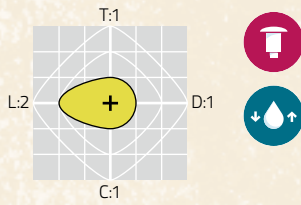
♀ A9806-9A Black/Poison



♀ A9806-9B Cherry/Black

SPWIDER2 olx

Torsion (T): **Easy flex**
 Drop (D): **4 mm**
 Cushioning (C): **Responsive**
 Last (L): **Medium**



♂ A9807-9A Black/Poison



♂ A9807-9B Emerald/Poison



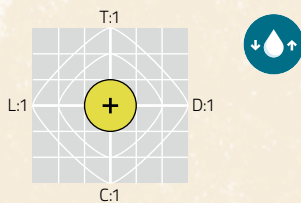
♀ A9808-9A Black/Poison



♀ A9808-9C Poison/Candy

ACCELERITAS3

Torsion (T): **Easy flex**
 Drop (D): **4 mm**
 Cushioning (C): **Responsive**
 Last (L): **Narrow**



♂ B5309-0B Black/Poison



♂ B5309-0A Black/Opal



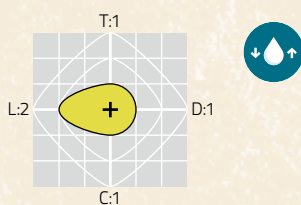
♀ B5310-0B Black/Poison



♀ B5310-0C Black/Candy

ARANEA

Torsion (T): **Easy flex**
 Drop (D): **4 mm**
 Cushioning (C): **Responsive**
 Last (L): **Medium**



♂ B5307-0A Black/Poison



♂ B5307-0B Opal/Poison



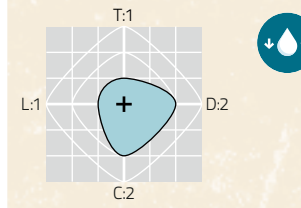
♀ B5308-0A Black/Poison



♀ B5308-0C Emerald/Candy

ANIMA2

Torsion (T): **Easy flex**
 Drop (D): **8 mm**
 Cushioning (C): **Medium**
 Last (L): **Narrow**



♂ C1603-0A Black/Poison



♂ C1603-0B Opal/Black



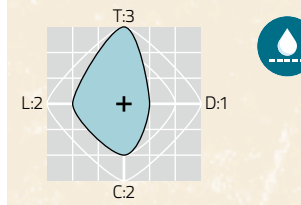
♀ C1604-0A Black/Poison



♀ C1604-0C Opal/Cerise

CERTO

Torsion (T): **Stability flex**
 Drop (D): **5 mm**
 Cushioning (C): **Medium**
 Last (L): **Medium**



♂ A7105-0A Black



♂ A7105-0B Poison



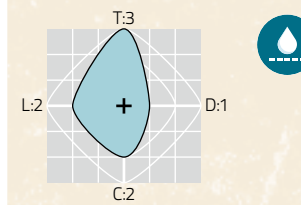
♀ A7106-0A Black



♀ A7106-0C Violet

PYTHO2

Torsion (T): **Stability flex**
 Drop (D): **5 mm**
 Cushioning (C): **Medium**
 Last (L): **Medium**



♂ A7103-0B Black/Poison



♂ A7103-0D Opal/Poison



♀ A7104-0B Black/Poison



♀ A7104-0E Cerise/Poison

SPRUCE

STABILITY: Stability flex
DROP: 12 mm
CUSHIONING: Full
LAST: Wide



PINE

STABILITY: Stability flex
DROP: 12 mm
CUSHIONING: Full
LAST: Wide



WILLOW

STABILITY: Stability flex
DROP: 12 mm
CUSHIONING: Full
LAST: Wide



OAK

STABILITY: Stability flex
DROP: 12 mm
CUSHIONING: Full
LAST: Wide



Estilo

STABILITY: Easy flex
DROP: 4 mm
CUSHIONING: Responsive
LAST: Wide



rESponse

STABILITY: Easy flex
DROP: 4 mm
CUSHIONING: Responsive
LAST: Wide



frESh

STABILITY: Easy flex
DROP: 4 mm
CUSHIONING: Responsive
LAST: Wide



conquEST

STABILITY: Easy flex
DROP: 4 mm
CUSHIONING: Responsive
LAST: Wide





Icebug AB ▪ Kjellbergsgatan 8 ▪ S-411 32 Göteborg ▪ Sweden.

Tel: +46 (0)31-81 70 90 ▪ Fax: +46 (0)31-20 78 89.

info@icebug.se ▪ www.icebug.se ▪ www.facebook.com/Icebug.Official

DISTRIBUTORS

HQ SWEDEN

ICEBUG AB
PHONE: +46-(0)31-81 70 90
info@icebug.se

AUSTRIA

Agentur Harald Bierbaumer
PHONE: +43 (0)6644 250156
harald-bierbaumer@aon.at

CANADA

Groupe 71/2 & cie.
PHONE: +1 418 848 1877
info@icebugcanada.com

CZECH REPUBLIC

Lanson Praha SRO
PHONE: +420-251 620167
info@lanson.cz

FINLAND

PYKA Oy
PHONE: +358 40 5537287
info@pyka.fi

FRANCE

ESM-Sport
PHONE: +33 04 79 84 36 80
info@esm-sport.com

GERMANY

Agentur Harald Bierbaumer
PHONE: +43 (0)6644 250156
harald-bierbaumer@aon.at

HONG KONG

Hill Rock Limited
PHONE: +85223328122
info@hillrock.com.hk

JAPAN

EVERNEW Inc.
PHONE: +81-3-3649-3181
info@evernew.co.jp

KOREA

CNK COMPANY
+82-2-747-0622
regina@cnkco.kr

NORWAY

Nordic Profile AS
PHONE: +47-2279 3630
anders.myrvold@nordicprofile.com

POLAND

MS Ortis Produkt
PHONE: +48-(0)22-751 6830
info@icebug.pl

SPAIN and ANDORRA

TopRaid
PHONE: +34 626 280 441
topraid@topraidmountain.com

SWITZERLAND

Bodag Schuh AG
PHONE: +41-(0)41-620 8700
info@icebug.ch

USA

Icebug USA
PHONE: +1 802 434 7222
FAX: +1 802 434 7745
info@icebug@gmavt.net