



ICEBUG®

SPRING
SUMMER **2025**
LOOKBOOK



A changemaking community

Our vision is to be a changemaker for a society where people can thrive, on a planet in balance.

This is not some dreamy, distant outcome of the work we do.

It is the work.

Every day, for all of us.



Let's grow our impact!

Icebug knows two things, maybe better than anyone: how to make shoes with great grip, and how to run a responsible footwear brand. Our owners' directives prioritize the interest of people and planet over making a profit.

We aim at changing the industry by being radically transparent. We're accountable for everything we do and we work relentlessly to cut emissions.

We never fly things home from the factory, we commit to having good working conditions and proper living wages in the supply chain and we scrutinize every material from a sustainability point of view.

Also we give back 1% of our proceeds to the planet. No matter if we make a profit or not.

But you know what? It is the other 99% of what we do that really matters. And that is about making better shoes that help people get out every day. Our whole business idea is built on improving health and sustainability. This means that when Icebug is doing well, the world is doing better. This is what fuels us to get the job done. It is not about making shoes.

It's about putting the shoes to use!



The decisive decade.

2020-2030 has been named the “decisive decade”, where we need to take action to counter climate change and biodiversity loss, and we believe that’s true.

These times call for all of us to find our inner motivation for becoming our version of activists, to find what we love and how we want to protect that.



**It's you being a changemaker
that will make a difference.**

How we make a difference.



**FOR THE
PLANET**
— MEMBER —

1% FOR THE PLANET

1% of our sales are always donated to environmental nonprofits. NPOs we have supported last year:

Naturarvet, Hej Främling and Tuki Nepal.

FAIR WEAR FOUNDATION

Icebug is member of Fair Wear Foundation, an international non-profit organization with focus on labour conditions in garment and footwear production.



The mission is to help the industry to secure safe, dignified and properly paid employment for their workers. All Icebugs assembly factories have been Fair Wear audited and are closely followed up for regular improvement. Fairwear also evaluate and publish Icebug's effort as a brand.

B CORP

As a certified B Corp, Icebug is part of a global community of businesses that meet high standards of social and environmental impact.

Certified



Corporation

We want to use our business to make a positive impact in people's lives. We are aiming at changing the shoe industry in a sustainable direction.



FOLLOW THE
FOOTPRINTS



Scan this code,
choose a style
and see the
sustainability
footprint for
your style.

FOLLOW THE FOOTPRINTS™

Through Follow the Footprints™ we make it possible to easily follow and check that we walk the talk. Simply scan the QR code and you will come to a website where we present the product's key sustainability indicators:



Carbon emissions, kg CO2 equivalents per pair of shoes



Weight-% of recycled materials



Weight-% of biobased materials

Product journey - the suppliers that made this shoe.

FSC® certified natural rubber in outsoles

FSC® secures sustainable forestry (rubber farming), good working conditions and traceability in the whole value chain.

Icebug initiated a collaboration in 2021 with Forest Stewardship Council® (FSC) and other footwear brands to develop an FSC® certified footwear rubber supply chain. We invited other footwear brands to source from the same supplier in Thailand in order to increase the volumes and keep the small holder farmers and rubber processor motivated.

Icebug is now FSC® certified (license code: FSC-C173562) and so is the whole value chain. From SS23 all the natural rubber that we source for our outsoles is FSC® certified natural rubber. As we use recycled trim-off material in our outsoles we needed a transition period before we could FSC® label the shoes.

From FW24 and onwards we FSC® label all Icebug styles, having from 23 to 61% FSC® certified natural rubber in the outsoles.



Full leather traceability by SPOOR

Danish Scanhide/SPOOR and Ecco Leather provide Icebug with SPOOR leather that enables tracing of the leather origin back to the farm - and down to single hides and cows! The point of this is to know that this leather is from healthy and well treated cows from Danish farms which assures no deforestation and good working conditions.

SPOOR also provides sustainability footprint data for the leather that is even order specific. The SPOOR Nubuck with DriTan™ has about half the carbon footprint of the global average for leather (Higg MSI material base), meaning roughly 2.8 kg less CO2e per pair of Metro nubuck leather shoes.

Of course we also keep the excellent features of Ecco's DriTan™ leather with Leather Working Group (LWG) gold standard. The DriTan™ method saves chemicals, water and energy. A tannery with LWG gold level scores high in all sustainability requirements, from the environmental management system to restricted substances.

Switching to solar energy

In 2021, we formed a partnership with the Clean Energy Investment Agency (CEIA) and several well-known brands to initiate rooftop solar energy installations in our partner factories in Vietnam. Through meticulous feasibility studies, we identified the potential for substantial benefits, including up to 67% reduction in climate emissions and significant energy cost savings – a real Win-Win!

All three assembly factories in Vietnam have embraced the project and moved far along the many steps needed to complete it. The combined impact of these installations will surpass the total emissions generated throughout Icebug's value chain. As Icebug represents a smaller portion of these factories' total output, the impact on our own emissions is less than 10%. This exemplifies Icebug's commitment to scaling impact.

As a next step, we created an open program. Several brands and their connected factories have already joined, taking their first step towards renewable energy. By working together, we can accelerate progress and collectively address the climate crisis we face.

We expect that once the solar installations are in place, carbon footprints will be lowered around 1 kg CO₂e per pair.

GORE-TEX ePE

Free from PFC chemicals

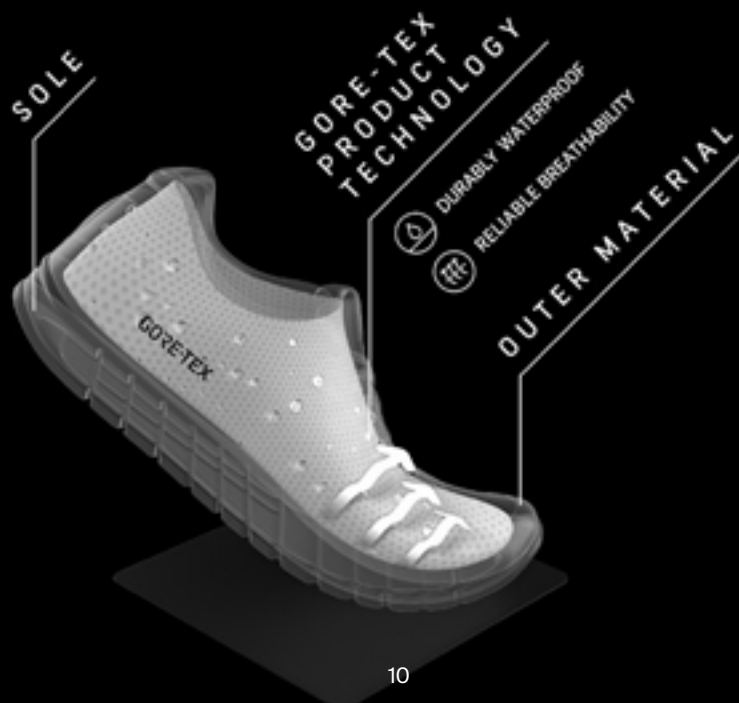
From FW24 Icebug only uses PFC free ePE membranes from GORE-TEX, and Icebugs own PFC free membrane BUGDri. We have been following the development of sustainable membranes for a long time and are very happy that Gore came up with the PFC free ePE membrane, as they are a true leader in membrane technology.

Per- and polyfluorinated carbons, called PFCs – where PFAS is a big group - are manmade, toxic, and persistent. They can accumulate in the food chain of various ecosystems. PFAS is banned in many US states from January 2025 and EU legislation is in the pipeline. Icebug phased out all PFC in DWR and WR several years ago, and we are now pleased to say that ALL our materials are PFC free.

For more than 40 years, the GORE-TEX brand has been on a continuous journey of using science and innovation to find solutions for real, complex problems.

The new PFC free GORE-TEX products are proof that GORE-TEX is taking a huge step to lowering environmental footprint without compromising on performance. These products introduce an innovative new membrane based on expanded polyethylene (or ePE) - thin, incredibly strong and durable with a low environmental footprint.

So when you wear a shoe with this ePE membrane technology, you know you are choosing a non fluorinated material option (PFC and PFAS free), but with the same waterproof, windproof and breathable guarantee as the previous Gore-TEX membranes.





**NEW GORE-TEX PRODUCTS
PROVIDE A LONG PRODUCT
LIFE**

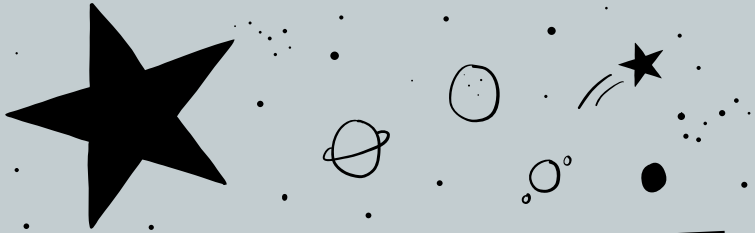
**AND ARE PFC FREE*
WITH A REDUCED
CARBON FOOTPRINT.****

*advances GORE Fabrics goal of being free of PFCS of environmental concern over the lifecycle of its consumer products. In this case, the goal is accomplished using non-fluorinated materials. Learn more on <https://GTX.IS/PFCEC>

** Through laminates with a new lower-mass membrane and select textile(s) (per HIGG MSI)



The big picture, in one picture.



BEING A CHANGEMAKER
FOR A SOCIETY WHERE PEOPLE CAN THRIVE
FOR A PLANET IN BALANCE

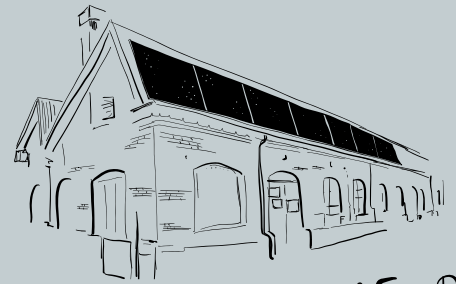


PROTECTING
NATURAL
FORESTS

GET OUT AND ENJOY!



SUSTAINABLY
GROWN NATURAL
RUBBER SUPPLY
CHAIN x 1000

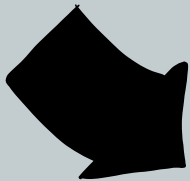


SOLAR ROOFTOP
AT FACTORIES



FOLLOW
THE
FOOTPRINTS

NO AIRFREIGHT

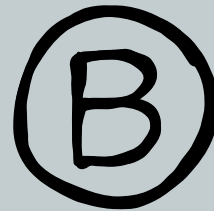


MOVEMENTS
THAT WE ARE
A PART OF



FOR THE
PLANET

Certified



Corporation



PROTECT OUR WINTERS
POW

WE

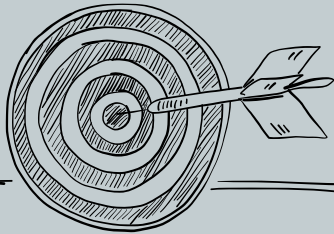
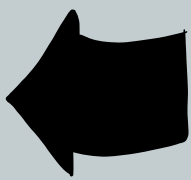
DO THE RIGHT THING
Even when it hurts ICEBUG



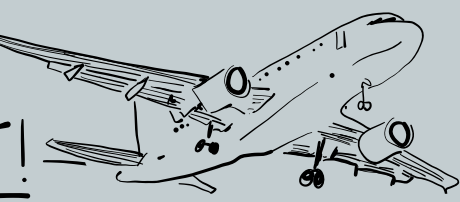
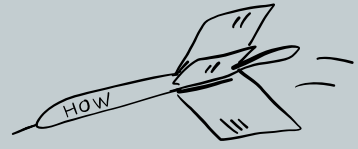
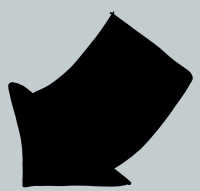
MAKING BETTER SHOES FOR PEOPLE THAT WANT TO GET OUTDOORS EVERYDAY



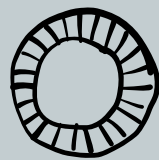
THINGS WE DO



INSPIRING MORE SUSTAINABLE LIFESTYLES
EMPOWERING PEOPLE TO GET OUT MORE
→ SCALING CLIMATE ACTION ←
◆ DISRUPT THE DESTRUCTIVE ◆
» USE WORK FOR PEOPLE'S GROWTH «



FAIR
AR



INNER DEVELOPMENT GOALS
Transformational Skills for Sustainable Development

RESULTS IN

RACE TO ZERO

MAXIMUM IMPACT

for the

SUSTAINABLE TRANSFORMATION

TRACTION TECHNOLOGIES



RB9X®

RUBBER COMPOUND

Rubber 9 Extreme (RB9X®) is a groundbreaking rubber compound development. It sets a whole new standard in providing traction on, specially, wet surfaces. The RB9X sole compound has 26 % natural and 15% recycled rubbercompound.

Lab tests (SATRA) show that RB9X® outgrips the competition on both dry and wet surfaces but still matches the durability (DIN53516 < 120) of an asphalt running shoe. In real action that means up-graded and long-lasting traction reliability in wet and slippery conditions.



BIOSOLE™

RUBBER COMPOUND

Biosole is a traction rubber compound developed by Icebug. Natural rubber is replacing synthetic rubber which means a reduced oil dependency. It also leads to reduced climate impact since natural rubber has half the impact compared to synthetic rubber.

Biosole contains 62% natural rubber, 7% synthetic rubber and 31% non-oil based fillers and agents. The abrasion resistance is excellent giving a very durable outsole. The unique feature of Biosole is the maintained softness also in very low temperatures resulting in great grip and walking comfort all year around.



MICHELIN

RUBBER COMPOUND

For shifting autumn and winter conditions, ranging from wet city pavements to frosty gravel roads, providing proper unstudded traction can be a challenge. Especially since rubber tends to harden and get stiff as temperature drops. In a collaboration with MICHELIN Technical Soles, Icebug now offers a winter adapted rubber outsole. Developed with the ICE Control Technology, solution formulated to provide superior ground control in snow or ice. This technology allows you to relax and enjoy being outside, no matter how slippery it is.

The tread pattern of the outsole is based on the legendary MICHELIN X-Ice Xi3 winter tire, with Cross Z Sipes that provide traction on ice and wide grooves for excellent water evacuation and flexibility. The MICHELIN Winter Compound (Wic) is an antislip compound that offers both reliable traction and good abrasion resistance in temperatures down to “ -30°C (-22°F). Michelin soles have 45 % natural rubber.

BUGrip®

SOLE TECH - DYNAMIC STUDS

BUGrip® – is the name of Icebug’s traction technology for the most slippery conditions. A BUGrip® sole is made of a special rubber compound, with 23 % natural rubber. Walking styles also have 20% recycled rubber compound. There are 14 – 19 integrated steel studs. Tips are made of carbide steel which makes them extremely durable.

The design of the studs, together with the properties of the rubber compound, give these studs a dynamic function. The studs work independently from each other and are not completely fixed. When weight is applied the studs push in toward the surface of the sole. How far they are pushed in depends on the pressure exerted by the user and the resistance from the ground. This dynamic function makes the studs adapt to the surface and provide the best possible reaction on anything from dry asphalt to pure ice.



OLX

SOLE TECH - FIXED STUDS

The Fixed Studs do not adjust to the surface like the Dynamic Studs in the BUGrip® system, instead they are always exposed and grip whatever surface that comes in their way. With Fixed Studs it’s possible to make the sole relatively thin which saves weight and improves the ground control. The sole has 23 % natural rubber.

The Fixed Studs system is exclusively used in shoes for very demanding terrain, where reliable traction is of utmost importance. The studs are made of steel and has carbide steel tips, which makes them almost impossible to wear down. The shoes with Fixed Studs have “OLX” added to the models’ name.



Running

The ice might be gone, but traction is always needed.

We provide traction footwear to fit the natural elements. Shoes for everyone, from the elite orienteering racer to the recreational gravel road runner.

With organic minimalism design and clever material selection, our running shoes give you a comfortable running experience.





NEW COLOR



Aura RB9X™
Black
M: I23001-0A
W: I23002-0A



Aura RB9X™
PigeonBlue/Peach
M: F0303005
W: F0304004



Arcus 2 RB9X™ GTX
MistBlue
M: H73005-0B
W: H73006-0B



Arcus 2 RB9X™ GTX
TrueBlack
M: H73005-0A
W: H73006-0A

NEW STYLE



Järv RB9X™
Pesto/Lavender
M: F0324003
W: F0378002

NEW STYLE



Järv RB9X™
Dark Cherry/Yellow
M: F0324004
W: F0378001



Pytho6 RB9X™
Petroleum/Orange
M: H91001-0B



Pytho6 RB9X™
Petroleum/Aruba
W: H91002-0B



Pytho6 BUGrip®
Mango/Black
M: H89001-9B
W: H89002-9B

NEW STYLE



Spirit 9 OLX
Black/Magenta
M: F0326001
W: F0377001



Spirit 9 OLX
Black/Lemon
M: F0326005
W: F0377002

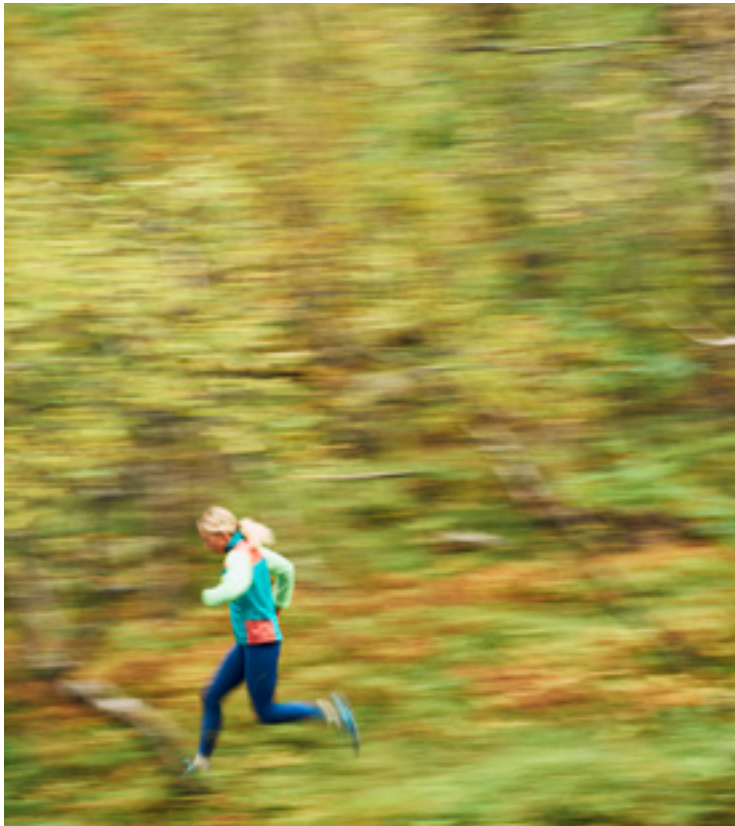
NEW STYLE



Acceleritas 9 RB9X™
Green/Lemon
M: F0327003
W: F0376003



This company is committed to accountability, transparency, and continuous improvement.



NEW STYLE

Järv RB9X™

Järv is a true passion project. It was developed together with our local trail community to create a shoe for those longer days on the trail where you are faced with mixed terrains.

The midsole material provides generous cushioning and rebound. It is the highest bio-based midsole compound we've ever used, and at the same time, it's the one providing the best performance.

The fit is tight to handle tricky trails, while the last still has extra space around the toes to work for those longer days. An aggressively patterned RB9X™ rubber outsole will grip anything in your way and can be used for several years without losing performance. The same goes for the upper, which is made from bio-based nylon and TPU, ready to take some severe beating.

Järv is the outcome of our deep knowledge and genuine passion for trail running—a shoe made for world champions, recreational runners, and everyone in between.



NEW STYLE



Järv RB9X™
Pesto/Lavender
M: F0324003
W: F0378002

NEW STYLE



Järv RB9X™
Dark Cherry/Yellow
M: F0324004
W: F0378001



For trail runners - by trail runners

Besides bringing great comfort and a great running feeling, Järv has the highest degree of bio-based content that we have ever had in a running shoe. Taking steps to become less dependent of fossil based materials.

Midsole: ETPU with 55% bio-based TPU content from corn-based Susterra®.

Rubber outsole: RB9X™ with 26% FSC® certified natural rubber.

Upper: 45% Bio-based nylon derived from castor beans.



Järv RB9X™
Pesto/Lavender

JÄRV RB9X™

INSPIRED BY NATURE

The shape of the design is inspired by the repeated lattices that occur in nature, the gills under a mushrooms hat, the surface of an old tree log with its creases and twisting furrows.

The flowing lines on the midsole also serve a purpose to decrease wrinkles that often occur on such a high stack shoe, by disguising these wrinkles the user will perceive the shoes as being fresh for a longer time.





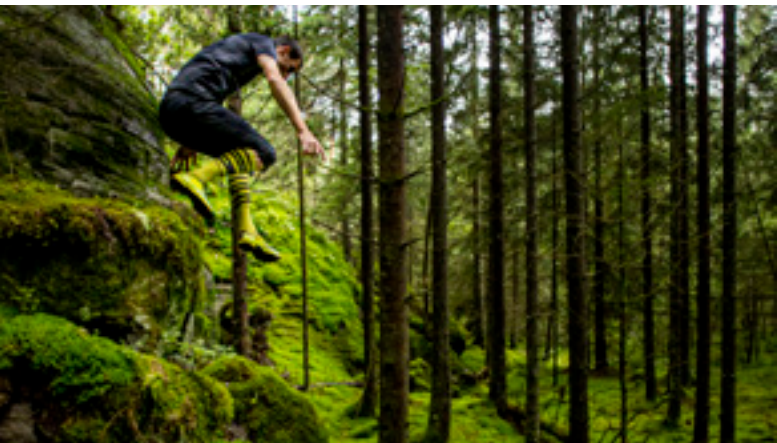
JÄRV RB9X™

NEW STYLE

Spirit 9 OLX

Same, same - but more durable.

Spirit OLX is a true Icebug classic. This sturdy off-trail shoe is loved by a wide range of runners thanks to the superb ground control and incredible traction, and the shoe has won countless medals at the Orienteering World Championships.



Tove Alexandersson
Orienteering World Champion

NEW STYLE



Spirit 9 OLX
Black/Magenta
M: F0326001
W: F0377001

NEW STYLE



Spirit 9 OLX
Black/Lemon
M: F0326005
W: F0377002

Reinforced Kevlar upper.

14 fixed steel studs.

Low drop and superior ground control.

We've taken the durability to a new level for the ninth generation of Spirit, developing a new Kevlar reinforced upper

The upper contains 8% Kevlar fibers, which we found is the ideal amount for the best combination of softness and durability. The result is a lightweight shoe that can handle the most challenging terrain.



Spirit 9 OLX
Black/Magenta

NEW STYLE

Acceleritas 9 RB9X™

Same, same - but more durable.

Minimalistic, agile, light, low drop, extreme traction in mud and minimal water absorption. That describes the core of what Acceleritas 9 offers.

Acceleritas 9 is the must-have shoe for the thrill-seeking runner venturing into swimrun, obstacle racing or off-trail running.



NEW STYLE



Acceleritas 9 RB9X™

Green/Lemon

M: F0327003

W: F0376003



Reinforced Kevlar upper.

RB9X™ rubber.

Low drop and superior ground control.

Our goal was to preserve the agile and soft feeling of the upper, while increasing durability. We developed the new upper in close collaboration with our supplier to find the perfect balance of strength and soft comfort.

The reinforcing Kevlar strands in the upper are covered with Nylon Cordura for maximum tear strength, and added TPU strands in the upper further increase durability.

The result is a lightweight shoe that can handle the most challenging terrain.



Acceleritas 9 RB9X™
Green/Lemon

Hiking & Walking

This collection will keep you happy during long walks and light day hikes no matter the conditions.

Developed in the forests of Jonsæred with a clear focus on traction, durability, comfort and versatility they are fit for everyday adventures in tough conditions.





HIKING

SS25

NEW COLOR



Rover 2 RB9X™ GTX
Black/SlateGrey
M: I53001-0A
W: I53002-0A



Rover 2 RB9X™ GTX
SteelBlue
M: I53001-0B



Rover 2 RB9X™ GTX
Hibiscus
W: I53002-0B



Rover 2 RB9X™ GTX
LightMoss/Black
M: F0315003
W: F0316003



This company is committed to accountability, transparency, and continuous improvement.

NEW COLOR



Haze RB9X™ GTX
Black/Granite
M: G93009-0F
W: G93010-0F



Haze RB9X™ GTX
Clay
M: F0263008
W: F0264009



Lifestyle

Our footwear for active lifestyles combine great fit, comfort and design with our most famous USP: amazing traction.

Enjoy them in the city and love them in nature - wherever you want comfortable feet and secure traction.







Eli RB9X™
Black
F88025-0A



Eli RB9X™
Steel Blue
F88025-0B



Eli RB9X™
Olive
F88025-0E



Eli RB9X™
Pearl White
F88025-0G

NEW COLOR



Mosi RB9X™
Black
I54001-0A



Mosi RB9X™
DenimBlue
I54001-0C



Mosi RB9X™
SteelGrey
I54001-0D



Mosi RB9X™
Sage
F0317004

NEW STYLE



Norna RB9X™
Black/Grey
F0361002



Norna RB9X™
Oat/Terracotta
F0361004



Norna RB9X™
Oat/Almond
F0361005

SS25



Eli RB9X™
Violet
F88025-0H



Eli RB9X™
Mustard
F88025-0J



Eli RB9X™
Terracotta
F0235010



Eli RB9X™
TrueBlack
F0235012



Aura ReWool RB9X™
MelangeSand
F0305003



Aura ReWool RB9X™
MelangeMoss
F0305004



Aura ReWool RB9X™
MelangeCaramel
F0305005



NEW STYLE

Norna RB9X™

Norna is a versatile sneaker made for the everyday life of everyone with an active lifestyle. As with all Icebug sneaker models, Norna comes with great comfort and rebound. This is a shoe you can walk with for a whole day and still have fresh feet and legs at the end of the day.

Norna has an RB9X™ outsole, meaning you can walk safely on wet and slippery surfaces such as rocks and boat decks. It is an excellent shoe for daily strolls, yet technical enough for forest and mountain hikes.



NEW STYLE



Norna RB9X™
Black/Grey
F0361002

NEW STYLE



Norna RB9X™
Oat/Terracotta
F0361004

NEW STYLE



Norna RB9X™
Oat/Almond
F0361005

Elastic laces for easy instep and perfect fit.

RB9X™ outsole for great traction.

Sustainably sourced upper materials.

The upper material is water-repellant yet breathable and made from SPOOR traceable nubuck leather, suede leather, and recycled polyester. This makes Norna a perfect shoe for spring, summer and fall.



Norna RB9X™
Oat/Terracotta

NEW STYLE

Aura ReWool RB9X™

Every year, the world produces 92 million tonnes of textile waste. Aura ReWool is a product that shows that waste can be used for something better than ending up in a landfill.

Aura ReWool is made with recycled wool yarns from worn-out clothes that otherwise would've been thrown away. This means there can be slightly different colors between yarns, resulting in a shoe where every single pair has a unique and beautiful look.

We mix the wool yarns with 50% recycled, solution-died PET polyester to strengthen it. This makes Aura ReWool a durable everyday sneaker, a key player on your shoe shelf for several years.



NEW COLOR



Aura ReWool RB9X™
MelangeSand
F0305003

NEW COLOR



Aura ReWool RB9X™
MelangeMoss
F0305004

NEW COLOR



Aura ReWool RB9X™
MelangeCaramel
F0305005

Recycled wool from worn-out clothes.

Every pair has a unique & beautiful look.

Wool is a perfect material to use when the goal is to create good foot climate - and together with the airy knitted upper it really serves its purpose in this shoe. Wool also has a “self-cleaning” ability, making it a perfect companion for summer adventures.

The entire upper is designed as a single layer engineered knit to keep it as airy and thin as possible.



Aura ReWool RB9X™
MelangeMoss

Taking action to reduce waste.

Over-consumption and uncontrolled end-of-life solutions have brought massive piles of clothes that are no longer used. We saw that as an opportunity when we created our new Aura ReWool.

The previous Aura ReWool is also using 50% recycled wool but from production waste, which had limitations in what colors we could use. As we did not want to add any color process to it, we could only use undyed ReWool yarns.

This led us to search for a new fiber supplier to be able to offer more colorways.

We found the perfect fiber supplier in the textile area of Prato, Italy - a region where they have been recycling used clothes for over 100 years.





Recycled worn-out wool clothes from all over the world.

They have been the front-runners in upcycling something that is no longer used to something new and usable again. The used wool clothing comes from all over the world.

When we were walking through the storage, we could see that some clothes had been mended and repaired, and some had broken seams – telling stories of their life cycle.

The clothes are inspected and sorted depending on their fiber quality, type, and color. Then, they cut off all zippers, buttons, and tags before going through several machines that tear up the clothes, ending up as long yarn strands. They are very precise when they go through their sorting stage, which needs excellent expertise to identify high wool content and quality fibers.

Our supplier's fiber is **100% recycled** from clothes and contains about **70% wool, 25% polyamide, and 5% other fibers.**

They color sort all the clothes and have a color recipe that they follow to create their yarn. This recipe can contain up to 15 colors to reach the intended color. This is made so there is no need to recolor the yarns, saving on chemical use and using what is already in the recycled yarns.

There might be some discrepancies between each batch, but we see it as unique and beautiful.

We try to do our part to minimize the mountain of used clothes that end up being burnt or put in landfills. Using this fiber in Aura ReWool is one way to take responsibility for upcycling something that has lost its value to something new.

The used clothes we recycle into Aura ReWool are a mere fraction of the total volumes. Still, we want to contribute to what we can.



The recycled wool fiber is 100% recycled from clothes.



We all need to become better - to consume less and to use what we have in our wardrobe to a greater extent.

ACCESSORIES

SS25



Trail Merino Sock
Black
99551A



Trail Merino Sock
StormBlue
99551B



Trail Merino Sock
Spots Black/Grey
99549A



Trail Merino Sock
Spots Black/Hibiscus
99549B



Warm Wool Sock
Black/Grey
99550A



Light Merino Sock
Clay
X0362002



Light Merino Sock
Sand
X0362003



Light Merino Sock
Black
X0362004



Insoles Comfort Wool
GreyMelange
Medium / High
X0367001 / X0366002



Insoles Comfort
Charcoal
Medium / High
518207B / 518208B



Insoles Slim
Black
Medium / High
518307B / 518308B



This company is committed to accountability, transparency, and continuous improvement.



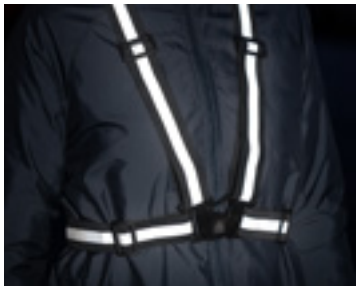
Icecube
Nightview
X0048002



Icecube
Birch trees
X0048003



Icecube
Reflections
X0048004



Reflective Harness
Black
99811A

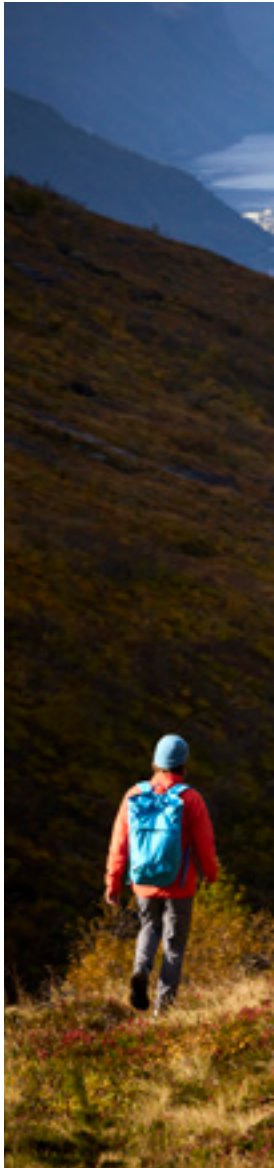


Pocket Gaiter
Black
B1599C



FloorSaver
Black
I38001

















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