



HOUDINI

Care for what you love

Learn to wash and care for your technical
garments and add years to their lifetime.
It's easier than you think.



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Reduce your overall environmental impact

Product care and sustainability

AN IMPORTANT PART of a textile product's total environmental impact is related to how long the product can be used before it is worn out, how well it has been taken care of and finally, what happens to it when it can no longer be used for its original purpose. Actually, prolonging the lifetime of a garment by two will decrease its climate impact by 49 %*.

So a good place to start is to choose clothing that is durable, timeless and made from recycled and/or recyclable fibers. Then, the way you take care of your clothes whilst you are wearing them also makes a big difference. Not only for the environment, but also for the performance of your products. Cutting back on how frequently we use our washing machines is a huge win for our garments as well as for the environment.

PLEASE CONTACT US if you need more tips and advice on how to extend the lifetime of your clothes.



Extend the lifetime of your garments

Our general washing advice

TAKING CARE OF technical clothing is not hard and if you wash them the right way, you can significantly extend the lifetime of your garments. You can bring your favorite garments on more adventures and at the same time you reduce your overall environmental impact.

- We usually wash our clothes too much. Clothing that is not very dirty can be aired out instead. Fresh air is good for both people and clothing.
- Avoid using fabric softener. They have a negative impact on the garments performance and our environment. The fabric softener leaves a coating on the fibers of the garment, which affects the moisture transportation and breathability of the garment. Some of the substances in fabric softener are hard to break down for nature and can harm water living organisms. They also contain perfumes and substances that can cause allergic reactions.





Clothing that is not very dirty can be aired out instead. Fresh air is good for both people and clothing.

- Make sure that zippers are zipped and velcro closures closed when washing. This will minimize the risk that fabrics get caught on sharp edges during the wash.
- A washing bag will protect all fabrics and garments from being torn or stretched out in the washing machine. It will also limit microfiber leakage in the washing process, which means preventing microplastics from entering into rivers and oceans. You can buy effective washing bags in all our stores.
- Most outer garments, especially shell layers and insulation garments, have DWR treatments - durable water repellency. The purpose of these is to make the outer fabric water resistant. When it wears off after a few seasons, the outer fabric of your shell layer will start to get wet even though the membrane will still keep water from passing through the garment. When this happens, you can re-apply the DWR with a wash-in product or a spray.

Natural dirt resistance

Wool garments

WOOL IS A fantastic material with natural bacterial and dirt resistance. Therefore, wool does not need to be washed after every use. Frequent washing actually has a negative effect on the wool's properties and unnecessarily wears down the garment. Instead, air your wool garments to reduce your water usage, save energy and make your garments last longer.

- Use a washing bag to protect your garments and to prevent fibers from leaking. When cleaning the bag

and filter in the machine, make sure to wipe it clean and throw the lint in your trash can. Never rinse it in water since we don't want the fibers to end up in lakes or oceans.

- Machine wash cold, preferably with a wool program.
- If you can, use wool detergents. Otherwise use mild, environmentally certified detergents and make sure to use the right dose. Select a detergent that has a neutral pH and no enzymes.
- Avoid bleach and alkaline substances that raise the pH value. Also avoid enzymes such as protease or amylase since these can break down proteins and fat in the wool, which give this material its natural performance properties.
- Avoid fabric softener. It is bad for the environment and weakens the performance of functional clothing.
- Do not tumble dry, as it exposes both the garment and the environment to unnecessary wear and tear.
- Shape the garment after washing and lay flat to dry.



Prevent fibers from leaking

Synthetic everyday garments

WHEN WASHING CLOTHES made of synthetic fabrics, the use of a washing bag becomes even more important: it prevents microplastics from entering into rivers and oceans.

- Air clothes instead of washing them to save water, energy and to make the garments last longer.
- Use a washing bag to protect your garments and to prevent microfibers from leaking into our waters. When cleaning the bag and filter in the machine, make sure to wipe it clean and throw the lint in your trash can. Never rinse it in water since we don't want the fibers to end up in lakes or oceans. You can buy washing bags in all our stores.
- Machine wash cold.
- Use mild environmentally certified detergents and make sure to use the right dose.
- Avoid fabric softener. It is bad for the environment and weakens the performance of functional clothing.
- Avoid tumble drying, as this exposes both the garment and the environment to unnecessary wear and tear. Most polyester garments dry quickly anyway.
- Hang dry.



Fast drying and smell free

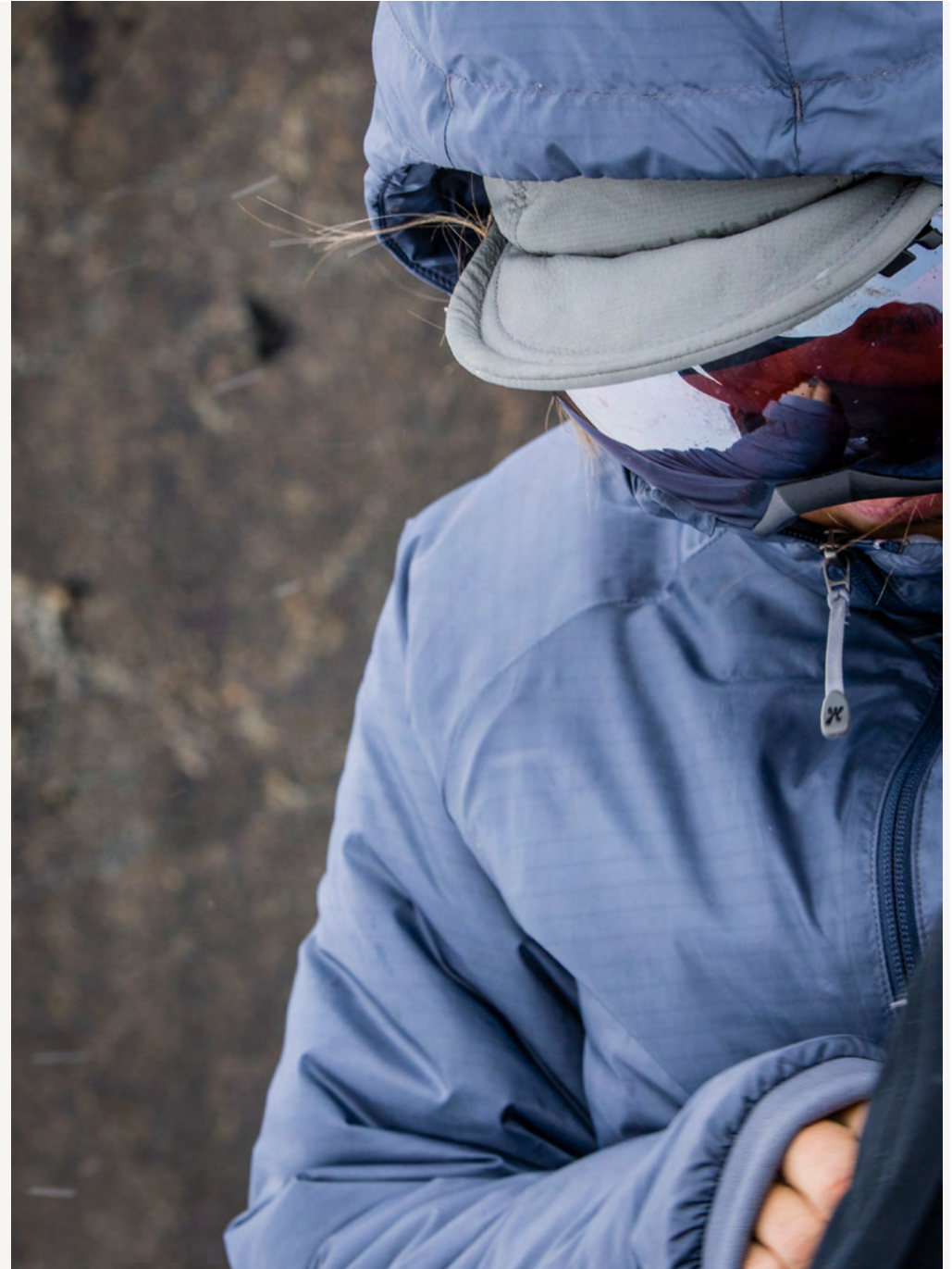
Padded garments

WE BELIEVE IN the advantages of modern technology rather than stealing birds' feathers. Our padded garments are therefore made with cutting edge synthetic insulation from Primaloft. There are many advantages to a synthetic padding compared to down: You don't have to tumble dry the garment with balls to regain the shape, it dries faster and it doesn't smell when it's damp.

- Air clothes instead of washing them to save water, energy and to make the garments last longer.
- Use a washing bag to protect your garments and to prevent fibers from leaking. When cleaning the bag and filter in the machine, make

sure to wipe it clean and throw the lint in your trash can. Never rinse it in water since we don't want the fibers to end up in lakes or oceans.

- Machine wash cold.
- Use mild environmentally certified detergents and make sure to use the right dose.
- Avoid fabric softener. It is bad for the environment and weakens the performance of functional clothing.
- Hang dry. Just remember to introduce heat to the garment after washing to reactivate the water resistant surface of the outer fabric. Use a drying cabinet, dryer or iron. Make sure you monitor the heat so the garment does not melt.



Light weight water repellency

Softshell garments

SOFTSHELL OR SINGLE layer shells are garments with a water repellent surface, but without a membrane.

- Air clothes instead of washing to save water, energy and to make the garments last longer. Make sure to wash your shell if it has been used in salt water or has gotten very sweaty or dirty as this weakens the performance of the garment. It can reduce the fabric's breathability and damage the water repellent surface. The dirt can even allow for moisture to leak through the fabric.
- Use a washing bag to protect your garments and to prevent fibers from leaking. When cleaning the bag and filter in the machine, make sure to wipe it clean and throw the lint in your trash can. Never rinse it in water since we don't want the fibers to end up in lakes or oceans.
- Machine wash cold.
- Use mild environmentally certified detergents and make sure to use the right dose.
- Avoid fabric softener. It is bad for the environment and weakens the performance of functional clothing.
- Hang dry. Just remember to introduce heat to the garment after washing to reactivate the water resistant surface of the outer fabric. Use a drying cabinet, dryer or iron. Make sure you monitor the heat so the garment does not melt.
- You can reapply or enforce the water repellent treatment with a wash-in or spray when needed. Always use an organic DWR: You can find both a spray and a wash-in in all our stores.



Protects you from the elements

Shell garments with membrane

EVERY GARMENT IN our shell collection is made from recycled, recyclable, renewable or biodegradable fibers. Often a combination of several. They are also completely free from fluorocarbons. Our shell garments with a membrane are made in 2, 2.5 or 3 layers.

- Air clothes instead of washing to save water, energy and to make the garments last longer. Make sure to wash your shell if it has been used in salt water or has gotten very sweaty or dirty as this weakens the performance of the garment. They can reduce the fabric's breathability and damage the water repellent surface. The dirt can even allow for moisture to leak through the fabric.
- Use a washing bag to protect your garments and to prevent fibers from leaking. When cleaning the bag and filter in the machine, make sure to wipe it clean and throw the lint in your trash can. Never rinse it in water since we don't want the fibers to end up in lakes or oceans.
- Machine wash cold.
- There are special detergents for shells, but mild, environmentally certified detergents work just as fine. Make sure to use the right dose.





Remember to introduce heat to the garment after washing to reactivate the water resistant surface.

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- Hang dry. Just remember to introduce heat to the garment after washing to reactivate the water resistant surface of the outer fabric. Use a drying cabinet, dryer or iron. Make sure you monitor the heat so the garment does not melt.
- You can reapply or enforce the water repellent treatment with a wash-in or spray when needed. Always use an organic DWR: You can find both a spray and a wash-in in all our stores.

Product lifetime warranty

Designed to last


OUR DESIGN PHILOSOPHY is about providing you with products that last. Products that, by their quality, style and functionality, simply don't need to be replaced.

This is why we offer a product lifetime warranty. Every part of a Houdini product is designed to last its entire lifetime. Should any part fail at an earlier stage, we will repair or replace it. If you happen to damage a Houdini product, we are happy to provide the same repair service at a reasonable price.

The idea is to extend product lifetime in every way possible and to make sure your Houdini companion travels with you for as long as possible. And with our second-hand service Reuse, we let our customers buy and sell used Houdini garments, extending the lifetime even further and reducing the overall environmental impact by lowering the need for new garments. It's also a great way for our customers to find unique pieces or give new life to unused garments.

ONCE YOUR PRODUCT eventually wears out, please remember to hand it in so that we can recycle it into another great Houdini product. We have recycling units in all our own stores and at many retailers.



A close-up photograph of a person's hands washing a grey t-shirt in a metal basin. The hands are wet, and water is dripping from the fabric. The background is a wooden wall with horizontal planks.

Cutting back on how frequently
we use our washing machines is
a huge win for our garments
as well as for the environment.

** Sandin, et al. (2019). Environmental assessment of Swedish clothing consumption: Six garments – sustainable futures. Mistra Future Fashion report series.*

 **HOUDINI**

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