



ICEBUG®

SPRING
SUMMER **2025**
PRODUCTS



RUNNING

RUNNING

Arcus 2 RB9X GTX

Running shoe with superior waterproof comfort and great non-studded traction.

The perfect shoe for long gravel road runs. Arcus protects from foul weather thanks to the waterproof GORE-TEX® ePE Invisible. The membrane is integrated with the upper material, making it even softer and more comfortable than a traditional membrane bootie construction. This shoe is for the user that wants to have extra cushioning, whether it might be for longer runs, recovery runs or when running with a backpack. . To enhance the comfort and great running feeling it has a rocker BUGforce midsole to reduce pressure on the forefoot and heel and aid the momentum forward - giving a smooth stride. This gives great comfort on longer runs and yet provides responsiveness and a great running feeling. The RB9X™ outsole provides traction on both dry and wet surfaces, making Arcus the perfect running shoe in most weather conditions.

SUSTAINABILITY

GORE-TEX® ePE membrane is PFC free and has reduced carbon footprint.

The GORE-TEX® lining is bluesign® certified and meets the STANDARD 100 by OEKO-TEX®.

SuperC Foam™ midsole technology uses less chemicals than normal EVA midsoles.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 2099:-
SEK: 1999:-



UPPER PART	Bluesign® PET polyester, 100% recycled and GRS certified
LACING	Classic shoelaces
LINING	GORE-TEX® Invisible Fit, with Oeko-Tex 100 lining
INSOLE	OrthoLite® Hybrid™, lined with 100% recycled GRS certified PET polyester, which is bluesign® certified and solution dyed. Removable.
MIDSOLE	SuperC Foam™, Nitrogen infused EVA
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Wide
TORSION	Medium flex
DROP	6 mm
CUSHIONING	Full



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



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

Aura RB9X

Comfortable yet light running shoe with focus on asphalt and gravel roads.

Aura is a running shoe with focus on comfort. The airy and very light upper has engineered mesh zones with structure that makes additional reinforcement materials unnecessary, lowering both the weight and the environmental impact. The comfort is further enhanced by the OrthoLite® HybridPlus-Bio™ insock and the wide last. The rear pointing heel shape reduces pressure on the achilleas tendon as well as providing an easy and convenient instep. The heel cup shape keeps the foot in place. The cut-outs around the eyestay makes it wrap perfectly around the foot, adapting seamlessly to each individual preference. The tongue has elastic bands on the sides, ensuring the absolute best fit regardless of foot shape and giving that snug feeling. The fully cushioned midsole has a 6mm drop and is made of our latest midsole technology SuperC Foam. Compared to a traditional EVA midsole this Nitrogene infused EVA midsole is lighter, softer, more resilient, has a higher energy return and a lower climate impact. The rubber outsole is designed for asphalt and gravel running, with a lower lug depth. The rubber is open in the middle and in the back, below the heelbone, to give a softer heel strike. The RB9X compound provides reliable traction in both dry and wet conditions.

SUSTAINABILITY

Upper is made of bluesign®, 100% recycled and GRS certified PET polyester.

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

SuperC Foam™ midsole technology uses less chemicals than normal EVA midsoles.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1999:-
SEK: 1899:-



UPPER PART	Engineered mesh in bluesign® 100% recycled GRS certified PET polyester
LACING	Classic shoelaces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	OrthoLite® HybridPlus-Bio™. Removable.
MIDSOLE	SuperC Foam™, Nitrogen infused EVA
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular
TORSION	Medium flex
DROP	6 mm
CUSHIONING	Full



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



Aura RB9X
PigeonBlue/Peach
M: F0303005
W: F0304004





Järv RB9X

Light and cushioned running shoe for longer trail runs on mixed surfaces.

The world is your playground in the Järv, a trail running shoe from Icebug. Unleash your potential on long-haul runs across winding trails with mixed surfaces. The thin, lightweight upper combines durability with smoothness, ensuring the feet feel agile and free with every stride. The bio-based Nylon is derived from Castor beans to tread lightly on the environment. Järv's intelligently designed last features a narrow heel for stability and ample toe space for comfort on extended outings. The midsole offers a great combination of cushion and stability to manage tricky terrain comfortably. Made partially of Susterra bio-based material (corn), it gives an energetic rebound at every step. With a 4mm drop, the Järv hits the sweet spot for versatility, tackling a multitude of surfaces with ease. The aggressively lugged outsole features the renowned Icebug traction benchmark RB9X compound, made with a mixture of recycled and natural rubber, so you'll grip, glide, and embrace any challenge that comes your way. Järv is a true passion project created by runners for runners.

SUSTAINABILITY

The bio-based Nylon in the upper is made from Castor beans.

The midsole has a 55% Susterra® bio-based content made from corn.

The Ocean Bound Plastic is plastic waste at risk of ending up in the ocean that has been collected from nature.

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

NOK: 1999:-
SEK: 1899:-

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %



UPPER PART	ProWeave engineered upper from Coats, 45% biobased Nylon
LACING	Classic shoelaces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	SuperC Foam™, lined with 100% recycled GRS certified PET polyester, which is bluesign® certified and solution dyed. Removable.
MIDSOLE	Steam Foam eTPU with 55% Susterra® bio-based content
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular
TORSION	Medium flex
DROP	4mm
CUSHIONING	Full



Järv RB9X
Dark Cherry/Yellow
M: F0304004
W: F0378001



Järv RB9X
Pesto/Lavender
M: F0324006
W: F0378002





Pytho6 RB9X

Trail running in all kinds of terrain, when training or racing.

Pytho has been around for many years – this is the sixth generation! – and it combines features that many runners appreciate; medium drop, torsional rigidity and a spacious, protective toe box. The Putek mesh upper is extremely light and durable, it also keeps the water absorption to a minimum resulting in almost none weight increase in wet conditions. A Mudguard around the entire shoe protects when the trail gets more technical. The midsole adds torsional stability and the right level of support for trail running. The 9 mm drop hits the sweet spot for a shoe targeting light trail running and encourages high speed but also goes well with long recreational runs. The outsole has the traction benchmark RB9X rubber compound and a tread pattern made to grip also in muddy conditions.

SUSTAINABILITY

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.

The Milspeed inner heel and toe reinforcements are made of 60% recycled plastic, out of which 11-12% are recycled nylon fishing nets.

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1699:-
SEK: 1699:-



UPPER PART	Lenzi PUTEK™ (52% Polyurethan, 40% Polyamid, 8% Polyester), solution dyed
LACING	Classic shoelaces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	BLOOM® foam EVA, lined with bluesign®, solution dyed textile made from 100% recycled GRS certified PET polyester textile. Removable.
MIDSOLE	Lightweight EVA with 20% BLOOM® Foam. TPU stabilizer
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular
TORSION	Stability flex
DROP	9 mm
CUSHIONING	Medium



Pytho6 RB9X
Petroleum/Orange
M: H91001-0B



Pytho6 RB9X
Petroleum/Aruba
W: H91002-0B

Pytho6 BUGrip

The world needs an all-round winter running shoe for varying surfaces. Pytho is a wide last shoe for running both winter roads and on trails.

Pytho BUGrip has been around for many years and combines features that many winter runners appreciate; medium drop, torsional rigidity and a roomy protective toebox. Light, yet durable, upper that can take a beating. The upper absorbs minimal water and has great water repellency. Top-notch running capabilities with excellent ground control and a last designed for long distance training. The dynamic BUGrip® steel studs provide traction on a variety of surfaces, ranging from icy roads to wet roots.

SUSTAINABILITY

Upper is made of bluesign® and 100% recycled PET polyester.

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.

Lining is made of bluesign®, solution dyed and recycled polyester.

OrthoLite® Hybrid™, lined with 100% recycled GRS certified PET polyester, which is bluesign® certified and solution dyed. Removable.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1999:-
SEK: 1999:-



UPPER PART	Bluesign® PET polyester, 100% recycled and GRS certified. Protective TPU mudguard
LACING	Classic shoelaces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	OrthoLite® Hybrid™, lined with 100% recycled GRS certified PET polyester, which is bluesign® certified and solution dyed. Removable.
MIDSOLE	Lightweight EVA with 20% BLOOM® Foam. TPU stabilizer
OUTERSOLE	Rubber with BUGrip® carbide steel tip studs
LAST	Regular
TORSION	Stability flex
DROP	9 mm
CUSHIONING	Medium



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

WALKING

WALKING

Haze RB9X GTX

A lightweight shoe for all weathers. It offers multi usage, from trail to speed-hiking and city.

This shoe is fully packed with features. The GORE-TEX® membrane offers comfortable waterproofness. The BOA® Fit System provides a perfect, precision fit - all day long. It delivers more connectivity and stability and is built to perform in any environment. Haze has torsion stability and good cushioning. It's featured with protective lamination all around the foot to protect against abrasion in tougher terrain. The collar and tongue have comfortable padding. With the RB9X™ rubber it performs on both dry and wet surfaces and together with the design of the outsole it provides reliable traction in various outdoor terrains.

SUSTAINABILITY

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

The GORE-TEX® lining is bluesign® and GRS certified, solution dyed, and meets the STANDARD 100 by OEKO-TEX®.

The Milspeed inner heel and toe reinforcements are made of 60% recycled plastic, out of which 11-12% are recycled nylon fishing nets.

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 2099:-
SEK: 1999:-



UPPER PART	Bluesign® polyester textile/protective TPU mudguard
LACING	BOA® Fit System
LINING	GORE-TEX® Extended Comfort membrane with bluesign® and Oeko-Tex 100 certified lining textile
INSOLE	OrthoLite® Hybrid™, lined with 100% recycled GRS certified PET polyester, which is bluesign® certified and solution dyed. Removable.
MIDSOLE	Lightweight EVA with 20% BLOOM® Foam
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Wide
TORSION	Stability flex
DROP	7 mm
CUSHIONING	Full



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



Haze RB9X GTX
Clay
M: F0263008
W: F0264009

HIKING

HIKING

Rover 2 RB9X GTX

Made for speed hikes and long comfortable runs, in all kinds of weather and terrain types.

Rover is a shoe made for long comfortable runs and speed hikes, in all kinds of weather and terrain. The outsole pattern is designed to grip in mud as well as on rocks and together with the RB9X™ rubber compound it provides superb traction on both dry and wet surfaces. The upper is made of a recycled and very durable ripstop CORDURA® polyester and a GORE-TEX® ePE membrane that keeps water out and the foot dry. Reflective details improve visibility in the dark. The BOA® Fit System secures perfect upper fit with even closure and very convenient handling. High torsion, a fully cushioned BUGforce midsole and a roomy toebox are features that make adventures out in nature enjoyable.

SUSTAINABILITY

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.

The Milspeed inner heel and toe reinforcements are made of 60% recycled plastic, out of which 11-12% are recycled nylon fishing nets.

The GORE-TEX® lining is bluesign® certified and meets the STANDARD 100 by OEKO-TEX®.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 2199:-
SEK: 1999:-



UPPER PART	100% recycled CORDURA re/cor™ RPET / Protective TPU mudguard
LACING	BOA® Fit System
LINING	GORE-TEX® Extended Comfort membrane with bluesign® and Oeko-Tex 100 certified lining textile
INSOLE	OrthoLite® HybridPlus-Bio™. Removable.
MIDSOLE	BUGforce™ Lightweight EVA with 20% BLOOM® Foam
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular
TORSION	Stability flex
DROP	12 mm
CUSHIONING	Full



Rover 2 RB9X GTX
Hibiscus
W: I53002-0B



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



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



Rover 2 RB9X GTX
SteelBlue
M: I53001-0B

LIFESTYLE

LIFESTYLE

Aura ReWool RB9X

The perfect summer walking shoe, with a light airy upper and top-notch comfort.

Wearing Aura ReWool is like walking on clouds, with its full cushion and low weight. The aim when designing the shoe has been to maximize the usage of natural materials. Wool is great when it comes to create a good foot climate and especially when the entire upper is designed as a one layer engineered knit to keep it as airy and thin as possible. The upper material consists of 50% ReWool in the upper, as recycled wool has a far lower impact on the environment than what virgin wool has, but in order to give the shoe an abrasion resistance it is mixed with 50% recycled polyester. The fully cushioned midsole is made of our latest midsole technology SuperC Foam. Compared to a traditional EVA midsole this Nitrogene infused EVA midsole is lighter, softer, more resilient, has a higher energy return and a lower climate impact. The removable insock is lined with recycled felted wool from Woolpowers production. The RB9X compound provides reliable traction in both dry and wet conditions. Aura ReWool is the perfect summer lifestyles and walking shoe.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1899:-
SEK: 1899:-



UPPER PART	50% recycled wool, 50% recycled and solution dyed polyester
LACING	Elastic laces
LINING	None.
INSOLE	OrthoLite® HybridPlus-Bio™. Removable.
MIDSOLE	SuperC Foam™, Nitrogen infused EVA
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular

SUSTAINABILITY

Upper is made of wool, 50% of it has been recycled.

SuperC Foam™ midsole technology uses less chemicals than normal EVA midsoles.

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.



Aura ReWool RB9X
MelangeSand
F0305003



Aura ReWool RB9X
MelangeMoss
F0305004



Aura ReWool RB9X
MelangeCaramel
F0305005

Eli RB9X

An elegant and minimalistic summer shoe with a stylish, airy upper and some state of the art comfort.

Eli is perfect for summer walking and living, combining the airiness of a sports sandal with the casual sportiness of a great looking sneaker. Engineered mesh upper keeps the feet cool on summer days. Ergonomically shaped last, memory foam insock and midsole roll for superb foot health. Well-cushioned BUGforce™ midsole results in a soft impact and an approximately 50% better energy return than a standard EVA foam midsole. Elastic cord instead of regular lacing provides an easy on and off feature. The RB9X™ outsole provides traction on Sunday strolls and downtown walks.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1499:-
SEK: 1499:-



UPPER PART	Knitted engineered mesh of 100% recycled and solution dyed PET polyester yarn
LACING	Elastic laces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	OrthoLite® Hybrid™, lined with 100% recycled GRS certified PET polyester, which is bluesign® certified and solution dyed. Removable.
MIDSOLE	BUGforce™ Lightweight EVA with 20% BLOOM® Foam
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular

SUSTAINABILITY

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.

The Milspeed inner heel and toe reinforcements are made of 60% recycled plastic, out of which 11-12% are recycled nylon fishing nets.

Upper is made of bluesign®, solution dyed and 100% recycled GRS certified PET polyester.



Eli RB9X
TrueBlack
F0235012



Eli RB9X
Violet
F88025-0H



Eli RB9X
Mustard
F88025-0J



Eli RB9X
Terracotta
F0235010



Eli RB9X
PearlWhite
F88025-0G



Eli RB9X
Black
F88025-0A



Eli RB9X
Steel blue
F88025-0B



Eli RB9X
Olive
F88025-0E

Mosi RB9X

Mosi is a low-profile lifestyle sneaker. With an airy upper and high comfort it delivers a light and great walking experience,

Mosi RB9X is the result of mixing our most successful summer lifestyle Eli with our knowledge of comfort anatomical walking. Mosi has the same clean lines and unicolor look as Eli but also features a hidden technical side. The inside microsuede caging reinforcement embraces the foot and together with the super comfortable BUGforce™ midsole it delivers a light and great walking experience. The airy recycled upper knit keeps the foot cool during long spring and summer walks and the RB9X outsole provides reliable traction on slippery surfaces.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1599:-
SEK: 1599:-



UPPER PART	Knitted engineered mesh of 100% recycled and solution dyed PET polyester yarn
LACING	Classic shoelaces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	OrthoLite® Impressions™ and OrthoLite® HybridPlus-Bio™, lined with 100% recycled GRS certified PET polyester. Removable.
MIDSOLE	BUGforce™ Lightweight EVA with 20% BLOOM® Foam
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular

SUSTAINABILITY

The RB9X™ outsole contains 26% natural rubber.

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.

The Milspeed inner heel and toe reinforcements are made of 60% recycled plastic, out of which 11-12% are recycled nylon fishing nets.

Upper is made of bluesign®, solution dyed and 100% recycled GRS certified PET polyester.



Mosi RB9X
Sage
F0317004



Mosi RB9X
Black
I54001-0A



Mosi RB9X
DenimBlue
I54001-0C



Mosi RB9X
SteelGrey
I54001-0D

Norna RB9X

A versatile sneaker with a comfort level that makes it enjoyable for long walks and outings.

Norna is a versatile sneaker made for the everyday life for those 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 many hours and still have fresh feet and legs at the end of the day. The upper material is water-repellant yet breathable and made from nubuck leather, suede leather, and recycled CORDURA® polyester. The soft lining is made of Ocean RePet polyester and both the tongue and heel collar have a soft padding. The elastic cord provides an easy on and off feature. Norna has an RB9X outsole that contains both recycled and natural rubber. It provides traction so 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 outings.

CO₂e | TBD kg

RECYCLED | TBD %

BIOBASED | TBD %

NOK: 1699:-
SEK: 1699:-



UPPER PART	Recycled Re/Cor™ CORDURA® Polyester, LWG gold-rated Nubuck and suede leather
LACING	Elastic laces
LINING	Ocean RePET polyester. 100% recycled, bluesign®, solution dyed and OBP certified
INSOLE	OrthoLite® HybridPlus-Bio™. Removable.
MIDSOLE	BUGforce™ Lightweight EVA with 20% BLOOM® Foam
OUTERSOLE	RB9X™ non-studded traction rubber
LAST	Regular

SUSTAINABILITY

The RB9X™ outsole contains 26% natural rubber and 15% recycled rubber.

The Ocean Bound Plastic is plastic waste at risk of ending up in the ocean that has been collected from nature.

Midsole EVA contains 20% BLOOM® foam, made with algae harvested from waterways with dense algae growth.



Norna RB9X
Black/Grey
F0361002



Norna RB9X
Oat/Terracotta
F0361004



Norna RB9X
Oat/Almond
F0361005





ACCESSORIES

NOK: 649:-
SEK: 649:-



Insoles Comfort Wool
GreyMelange
Medium / High
X0367001 / X0366002

NOK: 599:-
SEK: 599:-



Insoles Comfort
Charcoal
Medium / High
518207B / 518208B

NOK: 599:-
SEK: 599:-



Insoles Slim
Black
Medium / High
518307B / 518308B



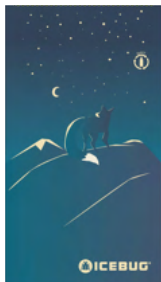
Reflective Harness
Black
99811A
NOK: 249:-
SEK: 249:-



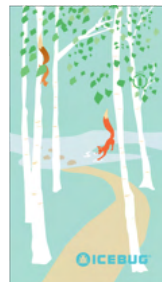
Pocket Gaiter
Black
B1599C
NOK: 499:-
SEK: 449:-



FloorSaver
Black
I38001
NOK: 349:-
SEK: 349:-



Icetube
Night view
X0048002



Icetube
Birch trees
X0048003



Icetube
Reflections
X0048004

NOK: 179:-
SEK: 179:-



Trail Merino Sock
Black
99551A



Trail Merino Sock
StormBlue
99551B

NOK: 189:-
SEK: 189:-



Active Merino Sock
Spots Black/Grey
99549A



Active Merino Sock
Spots Black/Hibiscus
99549B

SS25

NOK: 199:-
SEK: 199:-



Warm Wool Sock
Black / Grey
99550A

NOK: 189:-
SEK: 189:-



Light Merino Sock
Clay
X0362002



Light Merino Sock
Sand
X0362003



Light Merino Sock
Black
X0362004



ICEBUG®

HQ

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ICEBUG®

SPRING
SUMMER **2025**
PRODUCTS



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