

# LOOKBOOK AW21

WELCOME TO SALMING UNDERWEAR

Alla produktbilder har direktlänkar till  
respektive URL-adress på hemsidan.



All our news are presented on our website [www.salmingunderwear.com](http://www.salmingunderwear.com)  
Follow us on [www.facebook.com/SalmingUnderwear](https://www.facebook.com/SalmingUnderwear)  
and [instagram.com/salmingunderwear/](https://www.instagram.com/salmingunderwear/)

**SALMING.**  
no nonsense.

# SALMING HIGH PERFORMANCE

MAN

High Performance is produced in materials with high function to make your performance outstanding.

**COOLMAX®** fabric is the performance fabric that includes an effective fibre based moisture management system.

All Performance boxer have a Wide Quick Dry elastic waistband with woven logo all around.

The mesh panels are placed for optimum sweat transportation and for keeping you dry and fit. Machine wash 40 degrees.



2-P

## PERFORMANCE COTTON

**912221 EVERLASTING**  
**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 57% Co • 38% Pe • 5% El  
**SIZE** S-XXL  
**COLOR** 218 Grey/Printed + Solid Black  
**DELIVERY** Running item



## MESH

## PRINTED SPORT PERFORMANCE

**912109 ENERGY**  
**MODEL** Long boxer • 10 cm  
**MATERIAL** 82% Pe • 18% El  
**SIZE** S-XL  
**COLOR** 020 Black  
**DELIVERY** Running item







COOLMAX\*

#### EXTRA LONG LEG

#### 912106 RECORD

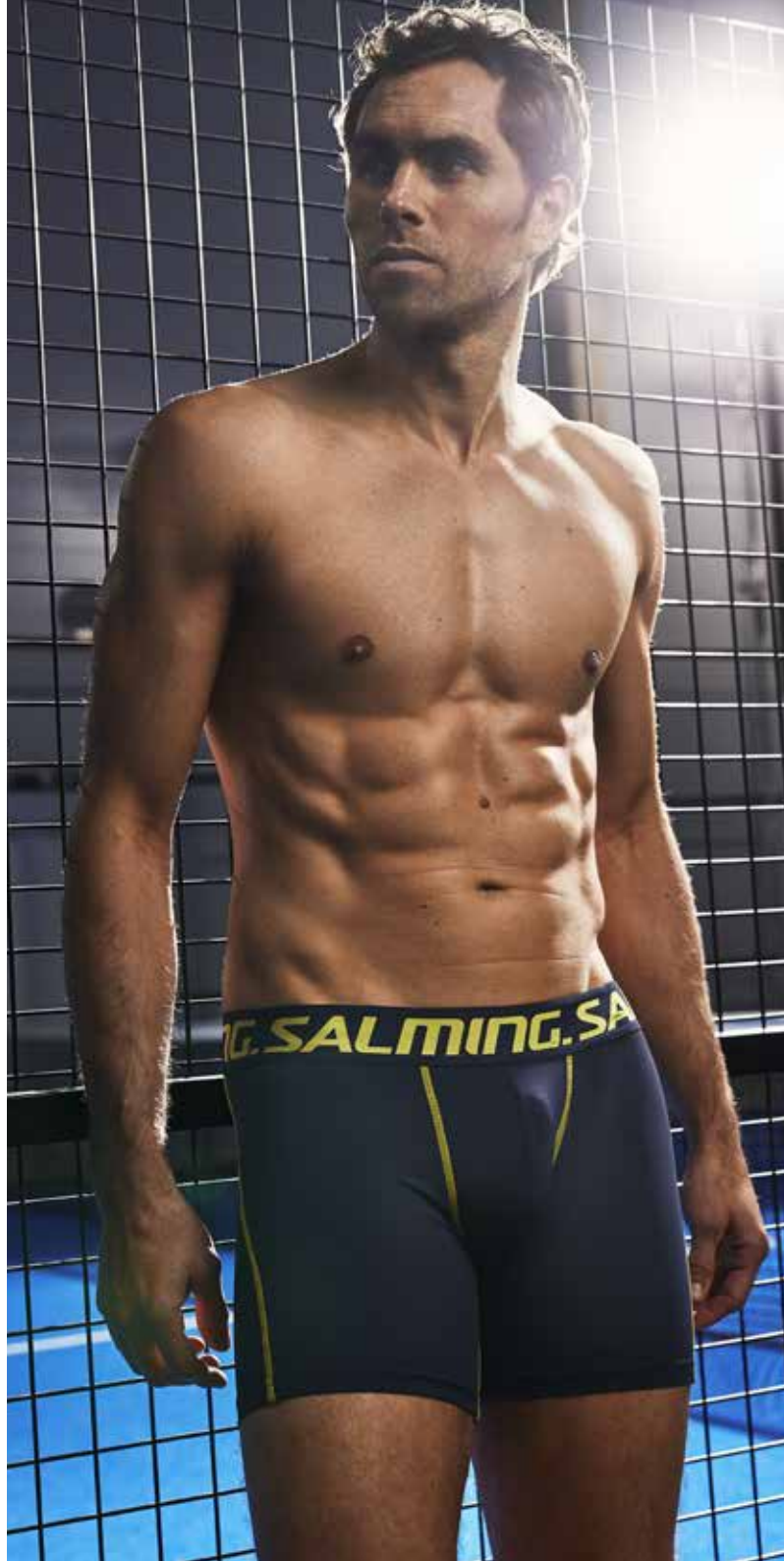
**MODEL** Extra long boxer • 12 cm  
**MATERIAL** 85% Pe • 15% Ea • Coolmax  
**SIZE** S-XL  
**COLOR** 018 Grey • 075 Blue • 079 Navy • 020 Black  
**DELIVERY** Running item



COOLMAX\*

#### 912110 DAWSON

**MODEL** Extra long boxer • 11 cm  
**MATERIAL** 85% Pe • 15% Ea • Coolmax  
**SIZE** S-XL  
**COLOR** 049 Wine  
**DELIVERY** Running item



HIGH PERFORMANCE



2-P

# **912223 MOTION**

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 85% Pe • 15 % El • Micro fibre Coolfeel  
**SIZE** S-XL  
**COLOR** 020 Black  
**DELIVERY** Running item



FROM XXS



# **912108 ONGOING**

**MODEL** Extra long boxer • 11 cm  
**MATERIAL** 85% Pe • 15 % El • Micro fibre Coolfeel  
**SIZE** XXS-XL  
**COLOR** 020 Black • 070 Cyan  
**DELIVERY** Running item



# **912009 SQUAT**

**MODEL** Boxer • 4 cm  
**MATERIAL** 85% Pe • 15 % El  
 Micro fibre Coolfeel  
**SIZE** S-XL  
**COLOR** 218 Black/Grey  
**DELIVERY** Running item

High comfort and quick-drying wide elastic waist with woven logo and lined front.



# SALMING PERFORMANCE

MAN



Bamboo fabric has a natural sheen and softness that feels and drapes like silk but is less expensive and more durable.

Bamboo is naturally anti-bacterial and anti-fungal supposedly because of a bacteriostatic agent unique to bamboo plants called "bamboo kun" which also helps bamboo resist more harboring odors than cotton and doesn't need artificial irrigation.

Bamboo is highly absorbent and wicks water away from the body 3 to 4 times faster than cotton.

The structure of bamboo fibers make bamboo fabrics more breathable and thermal regulating than cotton, hemp, wool or synthetic fabrics.

NEWS • NEWS • NEWS • NEWS



2-P

**817264 STONE**

**MODEL** 2-pack long boxer • 8 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** S-XXL  
**COLOR** 218 Black/Grey  
**DELIVERY** Sep



NEWS • NEWS • NEWS • NEWS



2-P



**817282 RULE**

**MODEL** 2-pack long boxer • 8 cm  
**MATERIAL** 62% Bambo • 34% Co • 4% El  
**SIZE** S-XL  
**COLOR** 797 Blue/printed + solid blue  
**DELIVERY** Sep

PERFORMANCE RUNNING ITEMS

NEWS • NEWS • NEWS • NEWS



2-P



2-P

**817295 LIGHT**

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** S-XL  
**COLOR** 218 Grey/black/printed + solid black  
797 Blue/printed + solid navy  
**DELIVERY** Sep





2-P

### 817273 SPINE

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** S-XXL  
**COLOR** 434 Wine/orange • 707 Blue/Blue  
**DELIVERY** Running item



3-P

### 817374 VERVE

**MODEL** 3-pack boxer • 4 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** M-XL  
**COLOR** 218 Grey/black/printed + solid black  
 797 Blue/printed + solid navy  
**DELIVERY** Running item



2-P

### 817275 SKILL

**MODEL** 2-pack long boxer • 8 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** S-XL  
**COLOR** 207 Black/Cyan  
**DELIVERY** Running item



2-P

### 817265 KENT

**MODEL** 2-pack boxer, 4 cm  
**MATERIAL** 95% Co, 5% El  
**SIZE** S-XXL  
**COLOR** 207 Black/Cyan  
**DELIVERY** Running item

Soft and comfortable cotton quality, elastic waist with woven logo and lined front.

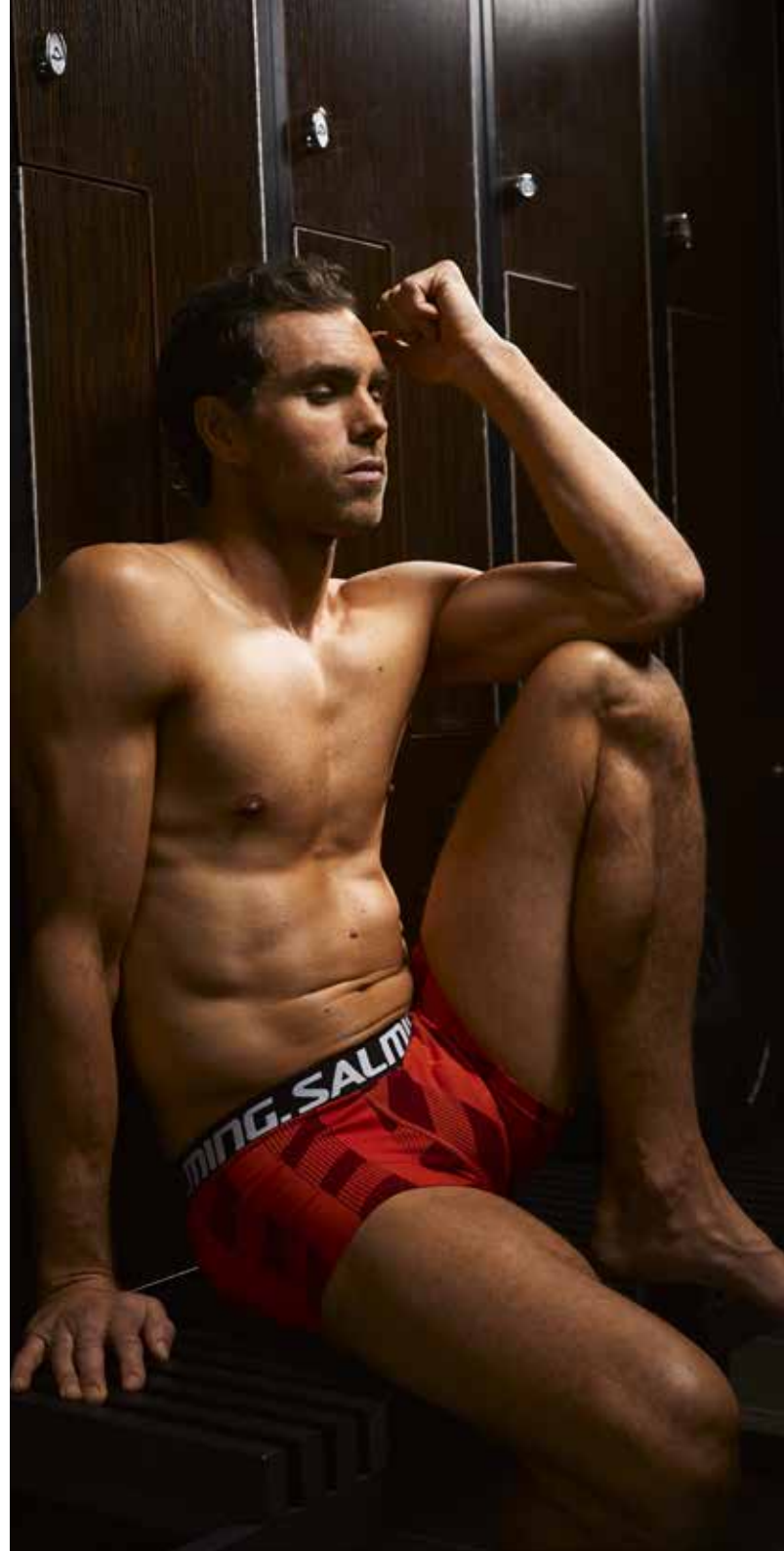


2-P

### 817263 STREAM

**MODEL** 2-pack Boxer, 4 cm  
**MATERIAL** 95% Co, 5% El  
**SIZE** S-XL  
**COLOR** 084 Aqua  
**DELIVERY** Running item

Soft and comfortable cotton quality, elastic waist with woven logo and lined front.



FROM XXS



2-P

### 817297 PIPE

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** 204 XXS-XL • 797 S-XL  
**COLOR** 204 Red/black • 797 Navy/Cyan  
**DELIVERY** Running item







# **817310 ABISKO**

**MODEL** 3-pack boxer • 4 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** S-XXL  
**COLOR** 020 Black • 779 Blue/light blue/navy  
**DELIVERY** Running item

Soft and comfortable cotton quality, elastic waist with woven logo and lined front.







5-P

**817501 BOX**

**MODEL** 5-pack Boxer • 4 cm  
**MATERIAL** 95% Co • 5% El  
**SIZE** S-XXL  
**COLOR** 274 Black/Grey/Navy/Blue/Red  
**DELIVERY** Running item  
Soft and comfortable cotton quality, elastic waist  
with woven logo and lined front.





Bamboo fabric has a natural sheen and softness that feels and drapes like silk but is less expensive and more durable. Bamboo is naturally anti-bacterial and anti-fungal supposedly because of a bacteriostatic agent unique to bamboo plants called “bamboo kun” which also helps bamboo resist more harboring odors than cotton and doesn’t need artificial irrigation.

Bamboo is highly absorbent and wicks water away from the body 3 to 4 times faster than cotton.

The structure of bamboo fibers make bamboo fabrics more breathable and thermal regulating than cotton, hemp, wool or synthetic fabrics.



### 817268 ANDREW

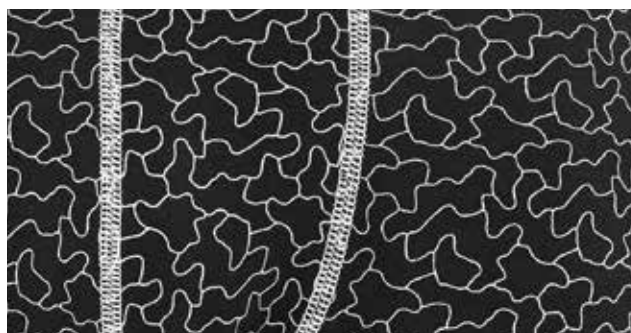
**MODEL** 2-pack boxer, 4 cm  
**MATERIAL** 62% Bamboo, 34% Co, 4% El  
**SIZE** S-XL  
**COLOR** 808 Green/light green  
**DELIVERY** Running item

Soft and comfortable bamboo material. Underpants with soft elastic waist and woven Salming logo.



### 817287 STEEL

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 62% Bamboo • 34% Co • 4% El  
**SIZE** S-XL  
**COLOR** 020 Black/printed + solid black  
**DELIVERY** Running item



### 817278 FREE

**MODEL** 2-pack long boxer • 8 cm  
**MATERIAL** 62% Bamboo • 34% Co • 4% El  
**SIZE** S-XL  
**COLOR** 479 Red/printed + solid navy  
**DELIVERY** Running item







2-P

Bamboo

### 817251 FREELAND

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 62% Bamboo • 34% Co • 4% EL  
**SIZE** S-XL  
**COLOR** 207 Solid Black + Solid Blue  
**DELIVERY** Running item

Soft and comfortable Bamboo quality, elastic waist with woven logo and lined front.



2-P

Bamboo

### 817271 SPIRIT

**MODEL** 2-pack boxer • 4 cm  
**MATERIAL** 62% Bamboo • 34% Co • 4% EL  
**SIZE** S-XXL  
**COLOR** 808 Green/Printed  
**DELIVERY** Running item



2-P

Bamboo

### 817272 KEEN

**MODEL** 2-pack long boxer • 8 cm  
**MATERIAL** 62% Bamboo • 34% Co • 4% EL  
**SIZE** S-XL  
**COLOR** 218 Black/Grey  
**DELIVERY** Running item



# SALMING SWIMWEAR

MAN



## 861143 NELSON

**MODEL** Original swim shorts Inner length 11 cm

**MATERIAL** 100% Pe

**SIZE** S-XXL

**COLOR** 020 Black • 079 Navy • \*049 Winered • \*075 Blue

**DELIVERY** Running item

Swimsuit with inner pants in mesh and comfortable waist with drawstring.

\*Stockservice can be limited







**861101 COOPER**  
**MODEL** Original Swim Shorts  
 Inner length 11 cm  
**MATERIAL** 100% Pe  
**SIZE** S-XXL  
**COLOR** 435 Wine/Orange  
**DELIVERY** Running item

Swimsuit with inner pants in mesh and comfortable waist with drawstring.

\*Stock service can be limited



**861512 BARRIO**  
**MODEL** Board Shorts.  
 Inner length 21,5 cm  
**MATERIAL** 100% Pe  
**SIZE** S-XXL  
**COLOR** 079 Navy  
**DELIVERY** Running item

Boardshorts / surf shorts with inner pants in mesh.

\*Stock service can be limited

NEWS • NEWS • NEWS • NEWS



**861411 CLEAN**  
**MODEL** Original Swim Shorts.  
 Inner length 15 cm  
**MATERIAL** 100% Pe  
**SIZE** S-XXL  
**COLOR** 479 Red/Navvy  
**DELIVERY** March



**861402 SWIMMER**  
**MODEL** Swimmer  
**MATERIAL** 80% Pa, 20% El  
**SIZE** S-XXL  
**COLOR** \* 020 Black • \* 079 Navy  
**DELIVERY** Running item

\*Stockservice can be limited



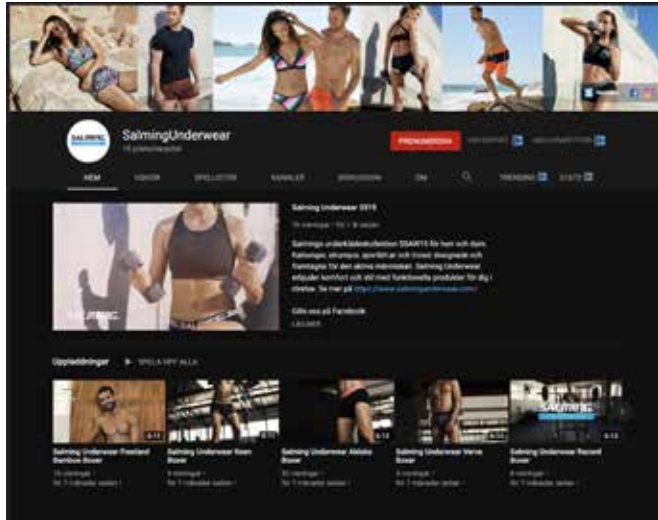
# DIGITAL MARKETING



All our news are presented on our website  
[www.salmingunderwear.com](http://www.salmingunderwear.com) and follow us on Facebook!

## YOUTUBE - IMAGE VIDEOS

FREE ACCESS TO IMAGE FILMS AND STUDIO FILMS.  
<https://www.youtube.com/user/SalmingUnderwear>



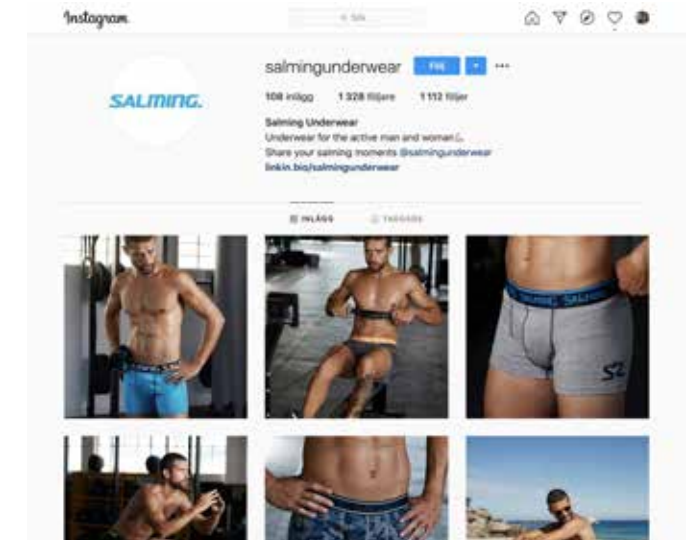
## FACEBOOK

FOLLOW SALMING UNDERWEAR FOR INSPIRATION AND FREE ACCESS TO USE COMMUNICATION IN YOUR OWN MEDIA STRATEGY.  
<https://www.instagram.com/salmingunderwear/>



## INSTAGRAM

<https://www.instagram.com/salmingunderwear/>



## NEWS!

## PLACE YOUR ORDER IN OUR B2B ORDER PORTAL FOR RETAILERS: **SALMINGUNDERWEAR.COM (SWE)**

1. VISIT [www.salmingunderwear.com](http://www.salmingunderwear.com)
2. LOG IN (upper right corner)
3. Username = Your e-mail you have registered at Salming Underwear.
4. Password = To get your password first time, press "Glömt lösenord" "Forgot your password" and you will receive a mail with instructions how you can choose your own password or mail: [webshop@salmingunderwear.com](mailto:webshop@salmingunderwear.com).
5. Salming Underweares collection is presented with your buying price.
6. (If you don't log in you will see the consumer price, if you want to show a consumer).
7. Choose your size and quantity in each product and add it into your cart. Continue til you are satisfied with your order.
8. You can choose "Snabborderformuläret" "Quick order form" for easier process and choose more sizes at the same time.
9. Go to Cashier, confirm conditions and click "Send your order". Your information are already filled in. Please check that name are filled in. Confirm buying conditions and press "SEND YOUR ORDER".
10. Goods will be packed and delivered within 48 hours. Invoice will be sent by post/e-mail exactly as before.

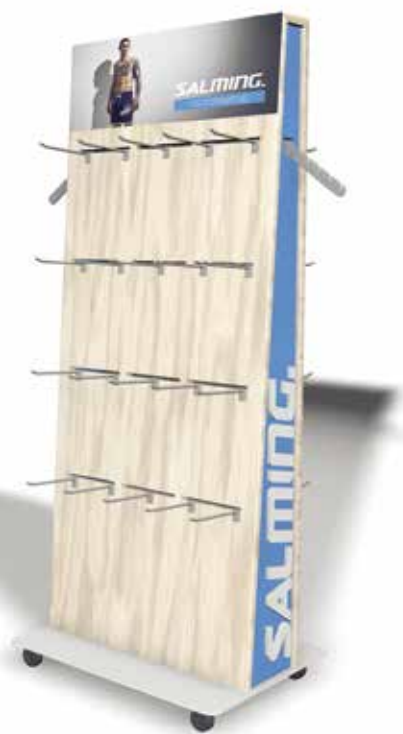
## PHOTO GALLERY:

In our image gallery you can easily download product images for all of our brands.

## WHAT TO DO:

1. Go to: [salmingunderwear.com](http://salmingunderwear.com)
2. Scroll at the bottom of the page
3. Under "ABOUT US" you will find "PRESS"
4. Click on the link "Salming image bank" to get to our image bank
5. Once inside the image bank you will find the different categories in the left menu
6. You can also search for article numbers and product names in the search bar
7. Download images picture by picture or download into "media bag"





floor fitting premium

1004

Our large Salming stand that adds very brand feel to your Salming products. This stand is 147 cm tall including wheels and 60 cm wide, a standard measure in the store. There is space for a sign on both sides of the rack. Value 2 500 kr (294 euro). \*stockservice can be limited.



**0885 SKYLT**  
Salming Skylt: 450 x 150 mm

## HIGH PERFORMANCE

FOR THE BEST FEELING DURING INTENSE WORKOUT USE SALMING HIGH PERFORMANCE.



## PERFORMANCE

FOR THE ACTIVE EVERYDAY, USE SALMING PERFORMANCE



## SWIMWEAR

SUSTAINABLE AND SPORTY SWIMWEAR ON THE BEACH



BÖRJE SALMING 50X70 CM POSTER

0708

BÖRJE SALMING A4 SIGN

0702



# ***SALMING.***

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## **HEAD OFFICE**

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## **SALES REPRESENTATIVE**

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yvette@salmingunderwear.com

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**Marion Engblom**  
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**PRODUCTION**  
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