

NORRØNA

Welcome to nature



100%
Familieeid

4.
Generasjon ledelse

1929
Etablert

>120
Ansatte på HQ

30
År med profit

600
Mill NOK Norrøna Sport

300
Mill NOK Norrøna Retail

15
Nasjonaliteter



65 000 +
Sales PA

400 000 +
SKUs PA

10 000 +
Returns PA

8 000 +
Claims/Repairs PA

NORRØNA 

Mission

We create the world's greatest outdoor products and offer unique adventures through responsible business





Best Service



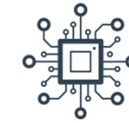
Norrøna Adventure



Norrøna Responsibility
road map 2029



Training systems



Digital foundation



New Stores



Content univers



Customizing products



Norrøna RE



Project execution



Norrøna Factory



New Partner stores



Consumer strategy



WHITEOUT



Auto Supply



Innovation work



Automation



Wholesale 2.0



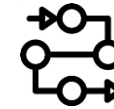
Website experience



Big data



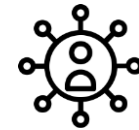
Assortment
Planning



Timeline & Process
descriptions



Warehousing



Pro User/affiliate





NORRØNA HOUSE



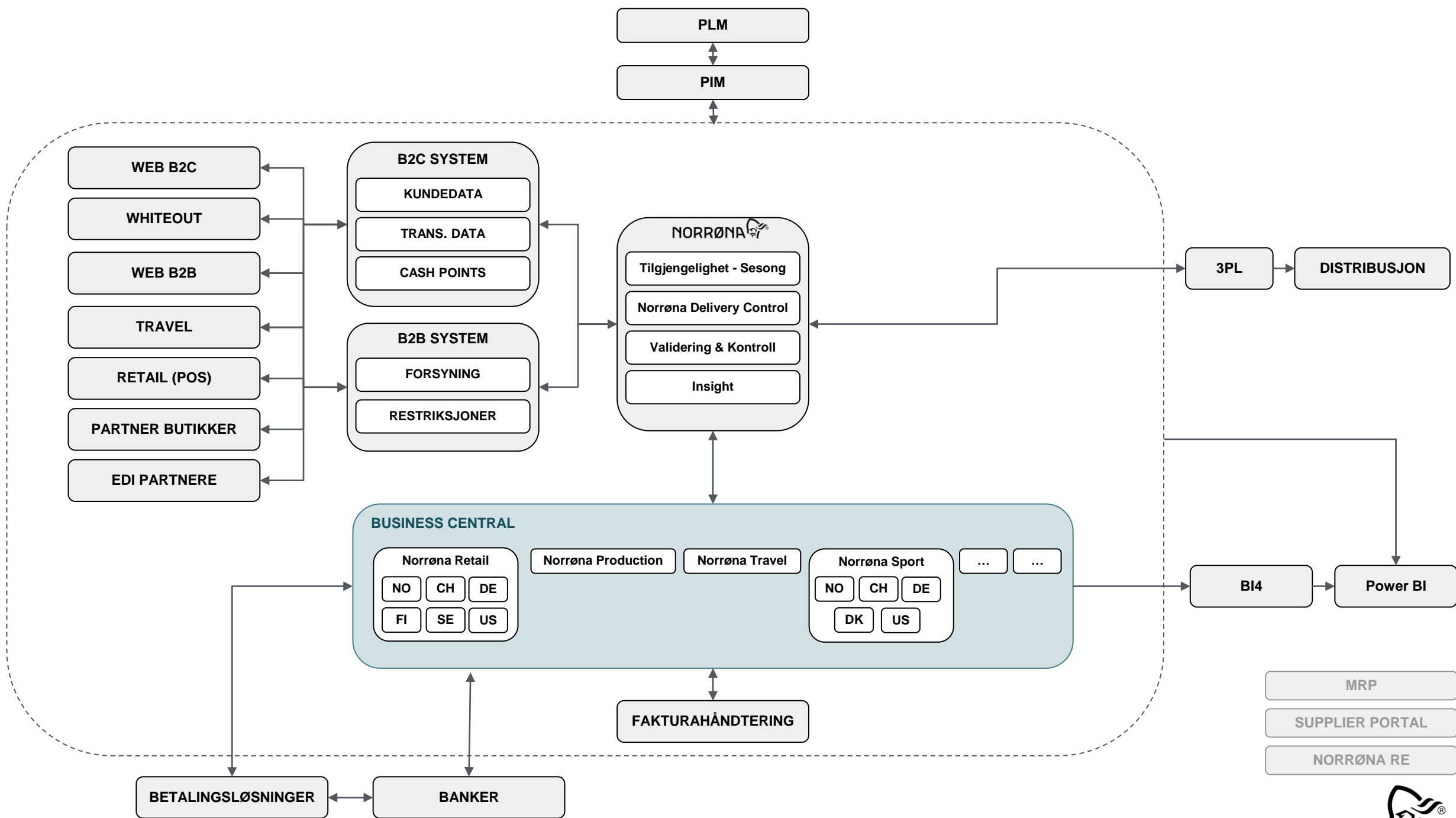
BUSINESS CENTRAL

En sentral brikke

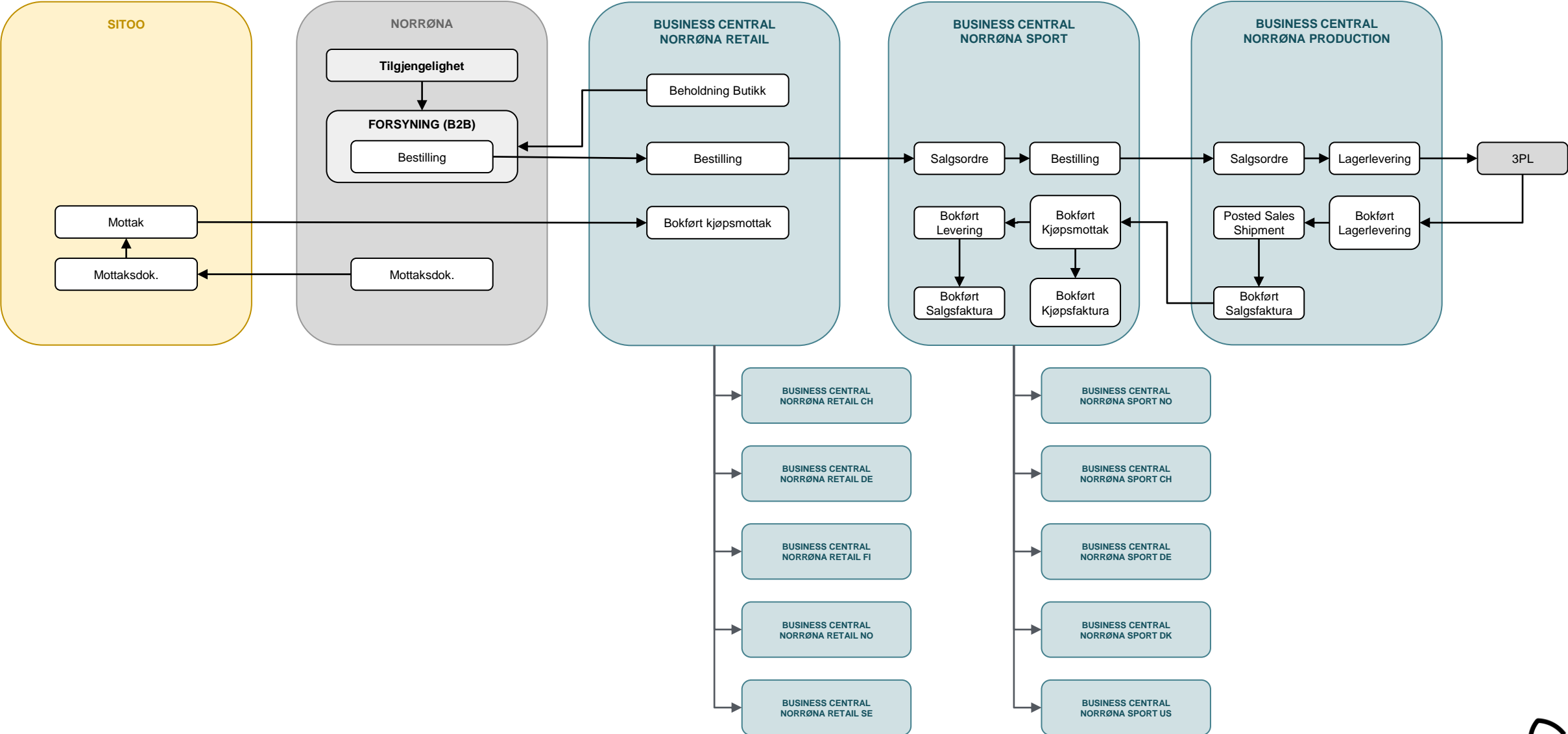
NORRØNA  Q

OSEBERG
SOLUTIONS

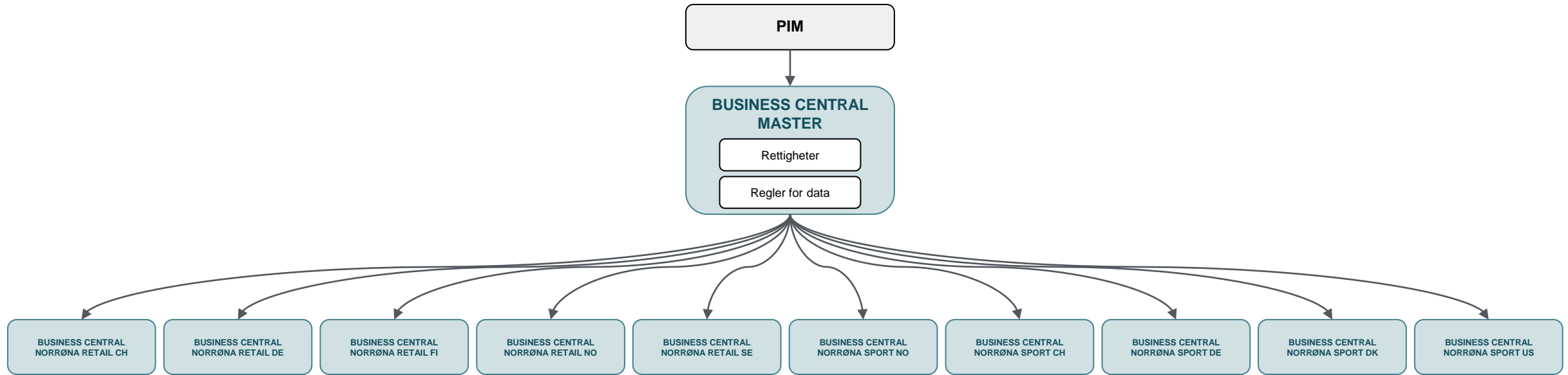




Konserninterne transaksjoner



MDMS



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