



the Original since
1879

WORKBOOK2021

DALE OF NORWAY

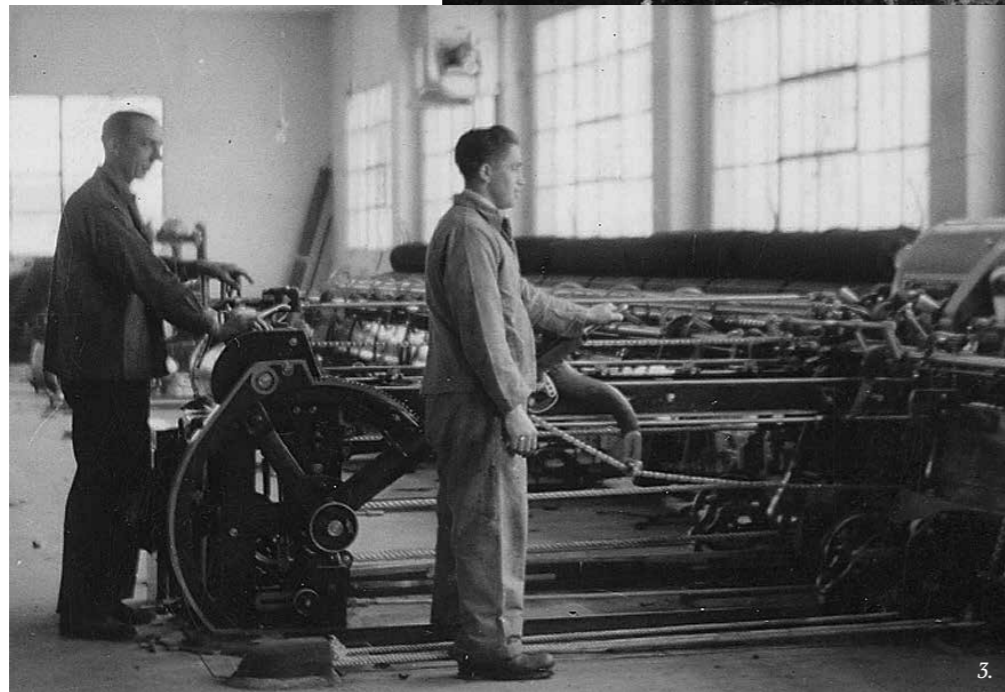
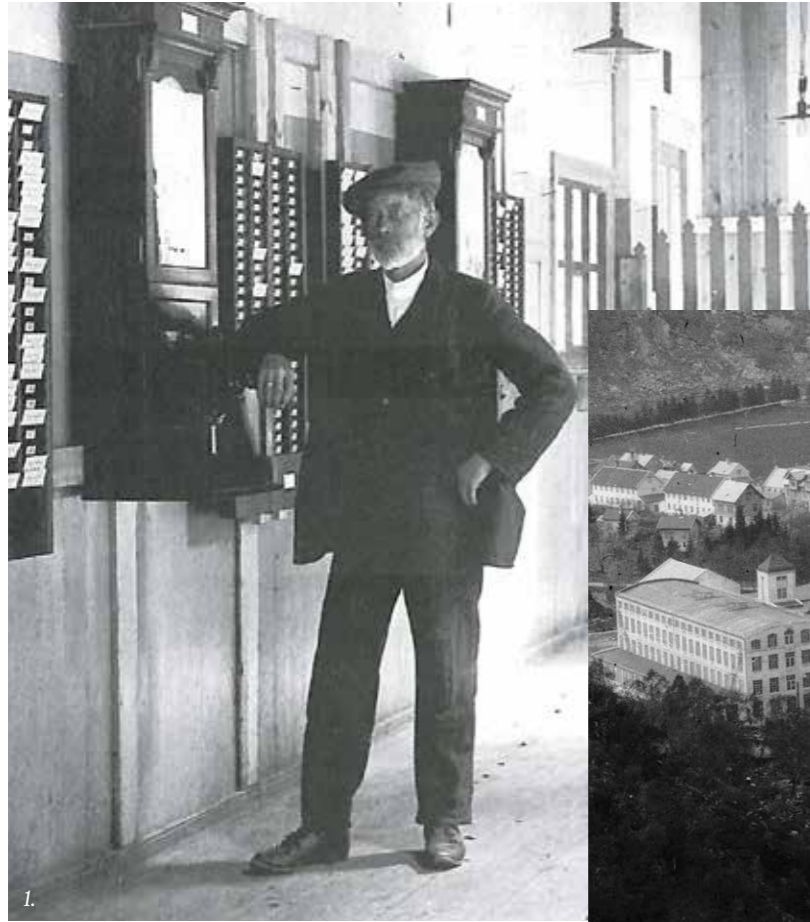
Made in Norway since 1879



The original sweater

Made in Norway since 1879

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1. Factory worker by the punch clock, 1920.
2. The Dale factory and the river that powers it, the Bergsdal river, 1910.
3. Installing new machinery in the factory, 1935.

Origins

The year is 1872. On the rugged West Coast of Norway, in a deep valley carved throughout centuries by ice and water, the tiny farmers hamlet of Dale lies surrounded by fjords. Though it can be a nice place to spend a rare, lazy summer day, the winter is equally harsh. In most every direction the views are obstructed by high mountains. In winter, from mid-November to early February, the sun is obstructed by them too. In those sunless months the kids are allowed to smear butter onto the small windows, imitating the missing sun.

Rural Norway is on the brink of collapse due to lack of arable land for its rapidly increasing population. The industrial entrepreneur and politician Peter Jebsen is passing through Dale scouting out the perfect route for a new railway. Being an entrepreneur, the mighty Bergsdal river isn't just a majestic, picturesque waterfall to him. Instead it's like he can hear the hum of turbines. This very spot, with nothing more than green fields and an old shack, must be the ideal place for a factory, utilizing the river's vast hydro power.

The new factory comes as a rescue for the poor, exhausted farmers and for the many young people working for just a bed and a meal. For a lot of people this is the final call-off for any desperate plan to emigrate to the US. On August 22, 1879 the turbines take their first turns, lifting the farmers at Dale out of their several hundred years old traditions, into a modern world. An industrial adventure, and the largest textile community in Norway, is at its very beginning. From this day on, there has been continuous textile production at Dale.

Work is hard, tiring and hazardous in a factory packed with rotating machine wheels and drive belts. The noise is deafening, the rotation of the machines causes the floors to sway. The river runs wild and cold mere feet from the factory walls. Having had only a few hours of sleep, the employees are often blue with cold in the uninsulated buildings. The lighting is scarce and there are no sanitary facilities in the factory. Mothers are in postpartum for a mere week, before returning to work at the factory. The infants are placed in a box next to their working mother.

The factory and the community are strongly connected and equally dependent on each other. The respect for the police authorities, on the other hand, is a different story. The often

young and inexperienced police officers are no match for the local troublemakers. In 1928 the police authorities plead the factory manager to appoint an assistant to the police. However, he's got a better solution: In a decade troubled with soaring unemployment and people queuing up for any job available, a warning with the threat of losing their job is way more efficient than fines or jail time.

With a relentless focus on quality and innovation, the factory grows to become Scandinavia's largest and most up-to-date textile factory in its field. With the help of the highly popular Norwegian team sweaters for the 1952 Winter Olympics and the 1956 Cross Country World Championships, the factory is gaining international reputation. First steps are taken to become an international leading brand.

And the rest is, as they say, history. With a rare fighting spirit, the factory has survived two world wars, an economic depression and several devastating fires. Persistence, endurance and stubbornness have ultimately made the small community with the large factory able to create the brand known today as Dale of Norway.

The true heroes of our story are the workers, some employed for 40, 50 and even 60 years, some without a single day of sick leave. It has taken a lot of hard work, effort and commitment, but not without a lot of pride and joy in return.

The legend tells the story of an elderly employee impossible to retire. Despite he had his regular rounds in the factory twice a day, he was never to be seen when the letter of retirement was to be handed over. Some say he's still here, that he has become a ghost. But technically, he is still an employee, a colleague of ours. We only know him as the Spirit of Dale of Norway.

Official team sweaters

Winter Olympics and
World Championships



▲ 1958 Alpine World Ski Championships, Bad Gastein
◀ 1964 Winter Olympic Games, Innsbruck

Being the official supplier to the National Norwegian Ski Association, and later to the International Olympic Committee, we have designed official sweaters for every Winter Olympic and World Ski Championship event since the 1956 Cortina Winter Olympics. How about that?

Norwegians are said to “be born with skis on their feet”. During long, snowy winters, skiing has not only been popular for sport and fun, but historically as a mode of transportation as well. It’s no surprise skiing is our national sport, and ski athletes our true heroes. Since Dale of Norway is an integral part of Norwegian history and culture, our cooperation with the National Norwegian Ski Association is a natural fit.

Since 1956, we’ve been outfitting the national Norwegian ski team with official sweaters for all Winter Olympic Games and World Championships. These official sweaters, often named after the location of the event, remain popular for years afterward - contributing to the Dale of Norway brand being well-known all over the world.

Recently, we have re-launched some of our original Olympic designs.

The Olympics are associated with young athletes striving for perfection, setting new Olympic records, World records, or at least personal records. But even if one of the core values of Olympism is “excellence”, it is not “excellence” like you would think. It is not about perfection. The Olympic excellence is about doing the best you can. The important thing is not winning but taking part and making progress. This is very much coherent with the Norwegian way of life and how we at Dale of Norway like to work and live.

We will not lie to you. Every day we *are* striving for knitting perfection. But not on the cost of playfulness, originality, and respect for our traditions. The outcome is premium, high-quality garments made from 100% wool. Stitch by stitch this is ensured by our skilled staff and our advanced knitting techniques. Like the Olympians, we know at heart it is most important to take part. And like the Olympians our minds are still set for Olympic gold.

100%
natural
wool

Due to its exceptional properties that no synthetic fibers can match, wool is back in fashion.

Nature works in its mysterious ways. Trying to copy it can bring you close, but not quite there. Thus, wool is nature's own high-tech fiber. Why? Put it under a microscope and you'll see for yourself. Don't have a microscope on hand? Don't worry, on page 103-105 we spell it out for you. Here are the highlights:

Wool has great insulating abilities, it breathes and wicks moisture away from the body, is odor resistant – and it is a completely natural fiber! Since wool can refresh itself simply by hanging in fresh air, it requires less washing, thus saving laundry detergent and energy.

In addition, wool garments generally have a much longer lifespan than other garments. Better for you. Better for the environment.

Our beautiful and versatile collection is carefully designed with different types of wool adapted to each garment. We have spent the last 140 years (!) fine-tuning our production techniques. It should come as no surprise that we are making unique, exquisite garments with superior long-lasting qualities.

We believe in wool. Do you?





You cannot judge a book by its cover, but you certainly can judge a sheep by its wool.

A Natural Hero(n)

New Norwegian Wool

While Norwegians can be perceived as shy, timid and even impolite, Norwegian wool is known for its unique crimp, durability and brilliance.

Being synonymous with premium quality and longevity, a Dale-sweater is known to be handed down from generation to generation. Traditionally, the robust Norwegian wool is used in garments made for outdoor activities. Surely, a Dale garment made with 100% pure Norwegian wool is more frequently spotted in the forest, at sea, or in the mountains, than at high teas or private dinner parties. Being one of the world's most eco-friendly textile fibers due to the Norwegian sheep's natural mountain life, we think it's a lost opportunity. Time has come to civilize and urbanize the Norwegian wool.

So, say "Hello!" to Heron – our quite impressive and freshly developed Fine Norwegian Wool quality. Heron combines the lightness and comfort known from merino wool with the robust longevity and brilliance of Norwegian wool. All made possible with a careful selection of wool and a revolutionary non-toxic treatment.

Our Heron wool comes from the "dalasau" ("valley sheep"), known for roaming freely in the vast Norwegian hillsides while grazing in natural pastures. We only use the finest wool from the sheep's

very first shearing. The fibers are short, giving us a finer and softer yarn. Spun very thinly, this yarn offers incredibly lightness and a unique, crisp look. The outcome is thin, light and soft garments, while maintaining the brilliance, crimp and longevity for which Norwegian wool is world renowned.

To max out its comfiness and make it machine washable, the Heron yarn undergoes an EXP treatment. EXP stands for **Ex-Pollution** and is a revolutionary new wool treatment using natural non-toxic salts. (Tip: To identify garments made with Heron wool in this Work Book, look for the "100% fine Norwegian wool | 30.5 micron" quality.)

Our *curriculum vitae* is packed with legendary sweaters and jackets loved not only for their quality and looks, but also for bringing out the true Norwegian in you (regardless of being a native Norwegian or not). Proudly, we are successively launching some of our Dale classics in this new wool quality, now updated with a younger and more urban look. As the saying goes: "If you don't know where you come from, then you don't know where you're going." That sums up what Dale of Norway is all about, really.



We breathe

Purity
Quality
Responsibility
Originality

2021

collection