

Broschyr som låg i ryggsäckens ytterfack. Sparas endast digitalt.

Nordiska museet 2020-03-18/Elisabeth Eriksson

# KÅNKEN

since 1978





Many of us who were children in the 1970's still use our first *Kanken*. Fortunately for us, our own kids still can get hold of their very own *Kanken*. Unlike us, they can choose from many more colors and models. See them all at [www.fjallraven.com](http://www.fjallraven.com)

# KÅNKEN

## The backpack that straightened out a whole generation

At the end of the 1970's, new statistics showed that up to 80 percent of the Swedish population at some point suffered from back pain and that these problems were appearing in increasingly younger age groups.

At this time shoulder bags were very popular, however experts believed that if the load from school books was re-distributed from one shoulder to both shoulders, the risk of back pain would be greatly reduced.

### An idea that carried weight

Our founder, *Ake Nordin*, was following the "back" debate with great interest and with the help of the *Swedish Guide and Scout Association*, he immediately sketched an affordable, functional backpack with plenty of space for school

children's books and binders.

The *Kanken* backpack was introduced in August 1978.

When the weight of the bag was redistributed from a single shoulder to both shoulders, back problems diminished.

It was also asserted that the backpack was good for posture.

### Few things have changed

In a few years we will celebrate the 40th anniversary of *Kanken*.

As a product, it has not really changed throughout the years. The only things we have added are more colours and a few new models, such as *Kanken Big* and *Kanken Laptop*.

Another favorite is *Kanken Mini*, for the smallest members of the family. It is never too early to start a good habit.

[www.fjallraven.com/kanken](http://www.fjallraven.com/kanken)

## The Kånken family

See all models and colours at [www.fjallraven.com/kanken](http://www.fjallraven.com/kanken)



**Kånken Kids**

"Kids only" version of *Kånken*, with a chest strap to keep shoulder straps in place on small shoulders. (7 litre)



**Kånken**

The original since 1978. (16 litre)



**Kånken Mini**

Small version of *Kånken*. (7 litre)



**Kånken Laptop**

Separate padded laptop compartment and padded shoulder straps. (13"/13.4, 15"/18.4, 17"/20.4)



**Re-Kånken**

Special edition *Kånken* made from SpinDye®, recycled polyester. (16 and 7 litre)



**Kånken No. 2**

*Kånken* backpack in durable G-1000 *Heavy Duty* with handles and details in leather. (16 litre)



**Photo insert**

Holds a medium SLR camera, extra lens, memory cards, filter etc. Padded front for protection.



**Chest Strap short/long**

Can be added to the *Kånken* backpacks. Small whistle in the middle.



**Shoulder Pads**

Extra padding for *Kånken* and *Kånken Mini* shoulder straps.

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With the introduction of revolutionary light backpack frames, condensation free tents and a completely new standard for outdoor clothing, people could now easily take their equipment outdoors and enjoy nature without being wet and cold.

## Fjällräven

In 1960, *Ake Nordin* founded *Fjällräven* in a basement in the Swedish town *Örnsköldsvik*. Since then we have stayed true to our mission; developing timeless, functional and durable outdoor equipment, acting responsibly towards humans, animals and nature and inspiring people to spend time outdoors.



Develop and offer functional, durable and timeless outdoor equipment. Here are a few examples of *Fjällräven* outdoor equipment: 1) *Keb Jacket*, 2) *Keb Trousers*, 3) *Abisko Sleeping Bag*, 4) *Kagga Backpack*, 5) *Greenland Jacket*, 6) *Vikkla Pro Trousers*, 7) *Abisko Backpack*, 8) *Abisko Endurance*, 9) *Polar Parka*, 10) *Rucksack No. 31 Large*. See our whole range at [www.fjallraven.com](http://www.fjallraven.com)



Act responsibly towards humans, animals and nature is a fundamental value at *Fjällräven*. We are proud of our work but we want to be even better. One of our engagements is the *Save the Arctic Fox Project*



To inspire and educate people to have an active outdoor life has been our objective since the company was founded. *Fjällräven Classic* is a popular summer folk festival located in one of the world's most beautiful environments. *Fjällräven Polar* is a 300 km adventure showing the *Arctic Circle*, even during winter.