



glerups  
Our passion is felt

Press kit





# The Contact

FEEL FREE TO GET IN TOUCH

## USA

Julie Atherton | JAM Collective  
Phone +1 (415) 839 7546 | [julie@jamcollective.net](mailto:julie@jamcollective.net)

July Zaleski | JAM Collective  
Phone 206.605.5256 | [july@jamcollective.net](mailto:july@jamcollective.net)

## UK

Beth Gibbons | Life Lasting PR  
Phone +44 (0) 7780 606027 | [beth@lifelastingpr.com](mailto:beth@lifelastingpr.com)

## DK / WORLD WIDE

Christina Flindt Bjerg Albæk | glerups  
Phone +45 6127 5858 | [christina@glerups.dk](mailto:christina@glerups.dk)

[glerups.dk](http://glerups.dk) [glerups.com](http://glerups.com) [glerups.co.nz](http://glerups.co.nz)



# *friendsheep* *— forever —*

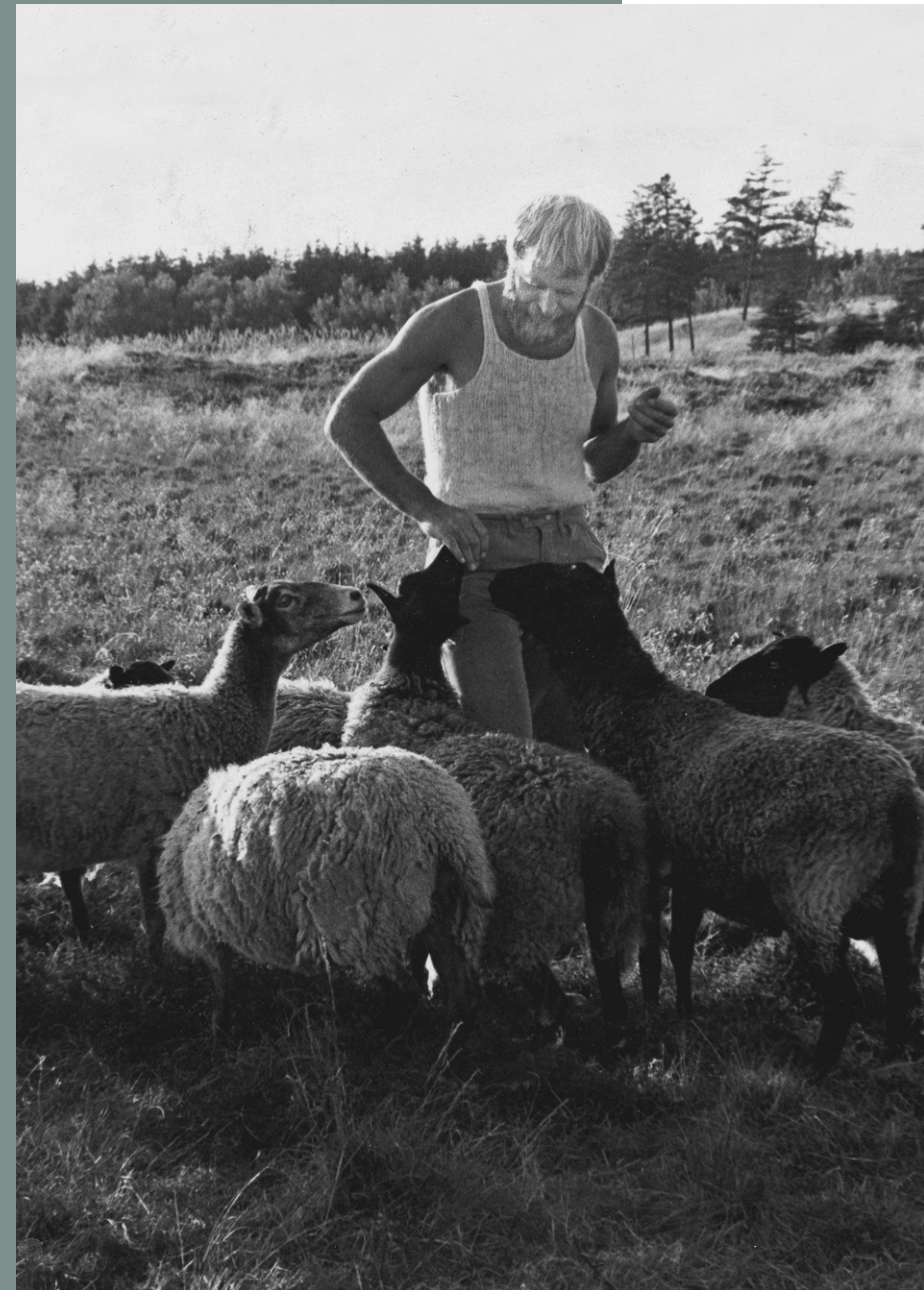
In 1993, Danish mother Nanny Glerup hand-crafted a pair of slippers using the natural wool from her own Gotland sheep. So well were the slippers loved by family and friends, that Nanny's hobby soon became a small-scale production – two pairs a day!

That was the beginning of glerups.

Nanny and her husband Ove worked hard over the years to improve glerups. Many machines and tools were invented and trashed to keep up with growing demand for this indoor shoe.

Today, glerups "addicts" all over the world get their daily "fix" of 100% pure, natural wool that is still crafted with love and care from the sheep to your foot.

We hope you enjoy the all year comfort of your glerups.







# The Headquarter

The glerups headquarter is situated in the Northern part of Denmark – on the country side with fields, trees and fresh air. The headquarter is also Nanny's home – and as glerups has grown throughout the years, it has been a part of the journey to re-build, re-decoration and expand the office facilities.

Actually today, the new warehouse building is on the field, where Nanny used to have her own Gotland sheep.

We treasure the lovely surroundings of our headquarter, and find inspiration and energy in the fresh and natural environment.

















the  
original  
quality  
approved by  
Nanny Glerup



Designed in Denmark – Produced on our own factory in Romania

# A hobby that grew

- 2022  We will build a new office- and warehouse in USA and the new factory in Romania is a reality.
- 2021  The success continues. glerups are now sold all over the world – from Japan and Europe to New Zealand, Canada and USA.
- 2018  25 years since the first pair of glerups. The color Forest is introduced – inspired by the surroundings around Nanny and Ove’s home.
- 2015-2017  glerups Inc. is established in the USA and a new production building in Romania of 2,800 m<sup>2</sup> is on the drawing board.
- 2005  While widening our geographic presence, we decide to trim the collection and focus on slip-ons, shoes and boots.
- 2000  Nanny is now in her 60’s and works with innovation and to secure that the glerups DNA is solidly integrated into the company.
- 1995  Nanny sees the machine “The Old Lady” and immediately recognizes the potential. “The Old Lady” will increase production capacity.
- 1993  53 years old, Nanny crafts slippers for family and friends made from the natural wool of the Gotland sheep.
- 1985  They buy Thasdalgaard in Northern Jutland, Denmark.
- 1970’s  Nanny Glerup enrolls in a felting course where she makes a pair of boots for her husband Ove.

Read our complete story on [glerups.com/story](https://www.glerups.com/story)









## Our DNA

With values of quality craftsmanship and deep respect for human, nature and animal, the vision is to work in line with these values from farm to foot. This means, we continuously work towards optimizing production and inventing the right technology to limit waste.

For instance, our leather labels are made of left over leather pieces from our production and we love the idea of reducing waste and especially when it also is an elegant design upgrade.

Upcycling leftover wool into new production, give aways & POS material and cozy partnerships. We teamed up with Lübeck Living, who designed a collection of Christmas ornaments, handmade from leftover materials from the glerups production.







# Our DNA room at the headquarter in Denmark







# The Wool

It has taken many years to find the perfect recipe for our wool mix. Each year we travel to our farmers and make sure that we develop, test and innovate together.

The technical wonder of wool starts at the root of the fiber and never stops developing. It is simply amazing to work with wool.

We follow each pair of glerups from the sheep to your feet. Some farmers in New Zealand are located in areas where it is most convenient to travel by bike.





## 100% PURE, NATURAL WOOL

Wool is a fantastic material. Many know the benefits of wearing wool during the winter. You can wear glerups 365 days a year, and here are some good reasons for wearing wool – even in the hotter months.

1.

Wool is naturally temperature-regulating, and can be used both when the weather offers cold and heat

2.

Absorbs moisture and keeps your feet dry

3.

Wool is a natural odor and bacteria inhibitor

4.

Comfortable and soft to wear – itch-free

5.

100% pure, natural wool – good for human, nature and animal

Wool is a natural product with self-cleaning properties.

This is due to the natural fat of the wool fiber, lanolin. As the sheep get wet, a process is created between the lanolin and the sheep's natural basic salts from perspiration, which together form a natural soap that cleans the wool. Glerups benefit from the same characteristics.

We recommend using your slippers without socks.

Bare feet are always best for glerups!



*comfort  
unlimited*  
— because your feet deserve it —



# — Unforgettable — moments

## FROM FARM TO FOOT

After the sheep are sheared, glerups wool goes through many processes and hands to ensure the highest quality and a perfect fit.

glerups started with wool from the family's own Gotland sheep. But at glerups, we never stand still!

Over the years glerups perfected the wool mix by blending Gotland wool with soft quality wool from New Zealand farmers. These farmers meet our high standards for consistent quality and humane animal welfare.

We work with our farmers every step of the way and follow each pair of glerups from the sheep to your feet.







# The Products



The slip-on rubber



The slip-on rubber



The slip-on leather



The shoe rubber



The shoe rubber



The shoe leather



The boot rubber



The boot rubber



The boot leather



The shoe junior



The boot junior



The boot new born



The shoe kids

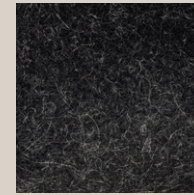


The boot kids



The innersole

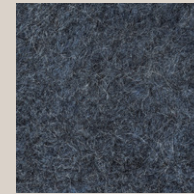
# The Colors



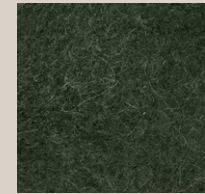
Charcoal



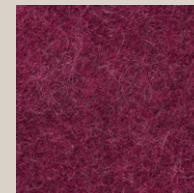
Grey



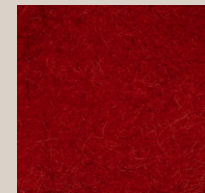
Denim



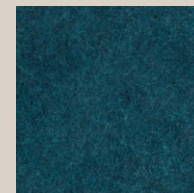
Forest



Cranberry



Red



Petrol

See all products and colours on [glerups.dk](http://glerups.dk) and/or [glerups.com](http://glerups.com)  
– also check our website for limited run models





## The Soles

### LEATHER SOLES

Our chrome free calf skin soles are soft and have strong durability – the hides we use are chosen to match our demands and glerups DNA. We aspire to the highest quality and only the best is good enough for glerups.

glerups with leather sole are for indoor use. Wear them at home and bring when travelling or visiting friends and family. Enjoy the comfort and relax & recover after a hectic day. Also perfect for the home-office look or as a gift item.

You can clean the sole with a leather brush.

---

### NATURAL RUBBER SOLES

Our soft natural rubber soles are designed and constructed to allow a free movement of your feet. The special pattern provides a "better grip".

glerups with natural rubber sole are mainly for indoor use, but you can use them outdoor for daily errands such as taking out trash, a short walk with the dog or going to the mailbox. You can also use glerups with natural rubber sole when travelling and they are perfect before and after activities, when your feet need to relax and deserve some pampering. Also perfect for outdoorsies as the camp, shelter, hammock and glamping gear to bring and as a gift item for family and friends.





# The Insoles

PURE, NATURAL WOOL

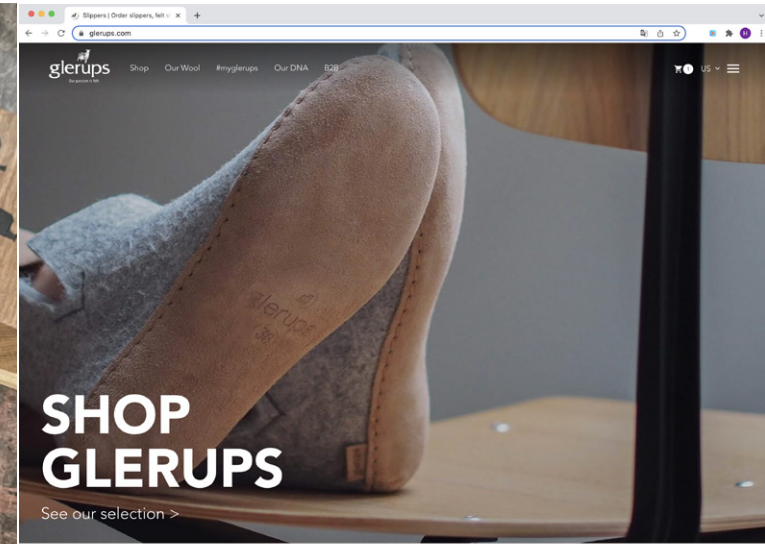
Create the glerups feeling and comfort in your boots, sneakers and shoes with our insoles in 100% pure, natural wool.

Boost the wearing comfort and pamper your feet.



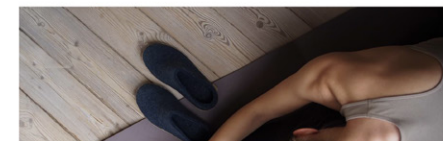
# Where can I buy glerups?

glerups can be bought at local retailers and on our webshop. For us it is important that a customer can try a pair of glerups before buying and if there is no retailer near by then it is possible to purchase online. We work hard to create the glerups feeling both offline and online. For all retailers we offer a POS-kit and our logo signs are handmade here at the Farm.



**BUY GLERUPS  
HERE OR  
VISIT A  
LOCAL  
RETAILER**

**LOCATE STORE** →







## Produced on our own factory in Romania

Our factory has been built from zero by the Glerup family.

The beginning



The present





USA  
New Headoffice







# Danish hygge

[ HOO GA ]

1.

The art of building sanctuary and community of inviting closeness and paying attention to what makes us feel open hearted and alive.

2.

To create well-being. Connection and warmth.

3.

A feeling of belonging to the moment and to each other.

4.

Celebrating the everyday.

Please share your glerups moments with us

**#myglerups #glerups**







# PURE DANISH HYGGE



PERFECT BEFORE AND AFTER ACTIVITIES



LIFE ON THE BEACH





SHELTER & CAMP

# ENJOY LIFE







# Social media

— stay connected —

We are grateful for our loyal and engaged fans on social media. Many glerups addicts share their glerups moments with us. We share both indoor and outdoor moments, and when we ask fans about favourite colour or model, we experience high engagement and commitment.

Please share your glerups experiences with us

**#myglerups #glerups**



glerups\_official  
glerupsnewzealand



facebook.com/glerups  
facebook.com/glerupsnewzealand



bit.ly/glerups\_youtube



@dieformoldenburg @glerupsfans



@jens.on.a.mountain



@ty.guarino