



## the magic of winter

*We believe winter swimming has grown so popular for 4 reasons:*

- The cold water energy boost (good mild adrenaline rush)*
- An enhanced feeling of happiness (extra endorphines in the blood)*
- Getting a small break during our often busy every day lives*
- Connecting with nature and watching the seasons change*

Since our start 1,5 years ago we have experienced an increasing interest in NORDBAEK from happy winter and open water swimmers not only in Denmark but all over the world. Because of this we have decided to publish our newsletter in English from now on - to welcome everyone across all borders!

We wish you all beautiful winter swimming experiences around the world :)

**SWIM & SMILE**

*Ida & Barbara*

Ps. We love it when you share your NORDBAEK moments on Facebook and Instagram - please tag us @nordbaekswim or #nordbaekswim



### *NORDBAEK Newsletter #3*

#### **NEWS FROM NORDBAEK**

This winter swim season has been positively overwhelming for us. We have shipped warm and wind proof NORDBAEK robes to more winter swimmers in Denmark and internationally than we could have ever dreamed of. Thank you so much to all of you for being so supportive

and enthusiastic - always taking time to give us great and useful feedback. We really appreciate it :)

This newsletter focuses on the two topics we know many of you are waiting for information on: The NORDBAEK Deluxe Robe & the NORDBAEK Jumpsuit.

Because of great demand - especially over Christmas - our stock needs filling earlier than expected! We are happy to let you know that we are working round the clock to start up the next production of NORDBAEK products. We are expecting to have more Deluxe Robes and Jumpsuits in stock in 3-6 months. We know it's a while to wait - but we will not compromise when it comes to quality. Hopefully you'll find that our products are worth waiting for :) Thank you for your understanding and patience.

*Please note: We still have quite a few Men's Robes and a few Deluxe Robes (size M) and Original Robes (size L) left in the [webshop!](#)*

## **PRE-ORDER AND SAVE**

If you wish to secure YOUR robe or jumpsuit in the 2019 production, we have now opened for pre-orders (against a small deposit) in the webshop:

[NORDBAEK 'Deluxe' robe](#)

[NORDBAEK jumpsuit](#)

**Please note:** If you pre-order before April 1st 2019, you save 10% on your selected product. Save 150 DKK on the NORDBAEK Deluxe robe and 250 on the NORDBAEK jumpsuit!

**READ THE STORY BEHIND NORDBAEK - [click here](#) :)**



### **NORDBAEK men's robe**

'Sky Captain' is our new swim robe for men - and sporty women! It's perfect for the rough and windy weather by the sea - warm, wind proof and with the same practical features known from our Deluxe Women's Robe:

- Pocket zipper (to keep valuables safe)
- Efficient magnet closing mechanism on chest and knee
- Cuffs that turn into mittens to keep your hands warm

It's a bit shorter (knee-length) and has a straight figure compared to the A-fit of the women's robe - this is to provide a more 'unisex' look which our customer survey showed is important to some of our male customers :)

[Read more about Sky Captain here](#)



### **NORDBAEK swim shoes**

Our unisex, light weight and quick drying swim shoes are an instant success. On request we now also offer size 35-36 to fit women with small feet and children who will love our swim shoes at the beach this spring and summer - no more pain when walking on rocks and stones in and by the sea! The biggest size is still 43/44. The NORDBAEK swim shoes are elastic and thus easy to get on and off. The shoes are also great to wear when actually swimming as they stay on the feet even over rather long distances.

[Read more about our swim shoes here](#)



## FORMLAND - Jan 30th to Feb 3rd

We are proud to have been selected for CREATORS COMMUNITY at Formland - the biggest design fair in Scandinavia. This special area of the fair is for start-up businesses and promising brands with a unique sense of design. We are there to proudly present NORDBAEK - the world's first winter swimming brand... as far as we now :)

[See where to find us](#) @ Formland and please write to us, if you want to meet up: [hello@nordbaek.com](mailto:hello@nordbaek.com)



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SWIM & SMILE

