

Arcus GTX



Taking winter running comfort to the next level

Icebug has been known as a winter running expert for decades – and with the new launch Arcus, Icebug aims to get more people to discover the beauty of winter running.

Arcus BUGrip GTX is Icebug's most cushioned shoe ever, designed to provide maximum comfort. The shoe comes in two different versions; the BUGrip version with 13 carbide steel tip studs for traction on snow and icy winter roads, and a RB9X rubber outsole for those who face mud and water instead of snow during the winter.



Arcus comes with exceptional weather protection. The light and flexible membrane GORE-TEX Invisible Fit is integrated with the upper of the shoe, making the weather protection much softer and more comfortable than other membranes.

As for all Icebug Shoes, Arcus is also one of the most sustainable running shoes on the market. It is made with bluesign-certified, 100% recycled, GRS PET polyester and has midsole containing algae from overgrown lakes thanks to BLOOM foam.

Larvik Hemp RB9X



Reducing plastics and bridging the gap between outdoor and lifestyle

The new hiking boot Larvik Hemp had two clear missions: To reduce the use of plastics in performance footwear and to provide a comfortable foot climate. By using hemp and wool padding in the collar and tongue, Larvik has excellent thermoregulating properties that warm the feet when cold and cools them when they're hot. The upper made by oily nubuck leather repels water naturally, and the hemp is treated with a PFC-free DWR. The user can also apply Natural beeswax to increase the water repellency further.



Larvik is a non-insulated boot, stable and cushioned enough for long day hikes and the timeless design is made so that the shoe can be used for the everyday life year-round. Larvik is the ideal shoe for the sustainability-aware outdoor enthusiast.

Icebug is a Swedish footwear brand with expertise in traction technologies. Icebug is the first outdoor or performance footwear brand to join One Percent for the Planet, meaning we're joining a global community for change that commits to using at least one percent of the annual sale to support environmental non-profits in their work. Icebug has offset all historical carbon emissions, and since 2019 we're offsetting 200% of all emissions caused, getting recognized by the UN as the World's first climate positive outdoor footwear brand. Icebug and all our products have also been third party-certified as Climate Neutral by [climateneutral.org](https://www.climateneutral.org).