

PRODUCT CATALOG

# 2018

 **Beckmann**  
OF NORWAY





# Good to have along

Kindergarten children are heading out on trips more and more often.  
This places further demands on kindergarten backpacks.







They climb in trees and over rocks, balance and slide, dance and leap around in forests and the outdoor areas at Læringsverkstedet kindergarten in Flekkerøy. Lotte, Lyder and the twins Jonas and Eline are in their last year in kindergarten. They go on trips virtually every week, and when they do, they carry their own backpacks.

“I have my lunch box and drinking bottle in my backpack”, says Lyder.

“Yes. Lunch box, something to drink and things”, says Jonas. Without wanting to say more about what these things are.

However, later, an oak branch finds its way into his backpack...

“The kindergarten regularly goes on trips. Trips are im-

When the kindergarten goes out on a trip, the children carry their own backpacks.

“It is much easier to go out on a trip when the backpack is good and practical. The backpack should fit well on the back so that it can withstand tree climbing or running too. In addition, it is a form of mastering and good training to be able to carry your own food and drink”, says Throne.

**THE CHIROPRACTOR’S FAVOURITE HIKING BACKPACK**  
Chiropractor Philip Wilkens says that it is clear that children have a far better experience of a trip if they feel they have a good backpack.

“Children tolerate a great deal; however, the better back-

carry more than 10% of their own bodyweight.

He has a great deal of praise for Beckmann kindergarten backpacks, and when he is heading out on a trip with his own children, it is a Beckmann backpack they carry.

“In addition to good load-bearing comfort, the kindergarten backpack has numerous practical pockets, it is solid and has soft padding. Remember that for small children it is important to carry the heaviest things innermost and at the bottom of the backpack,” he says.

#### A KIND OF MAGIC

Design Manager Marte Richardsen at Beckmann receives a lot of good feedback concerning our kindergarten backpacks. We have worked extensively on this backpack.

“We have had a kindergarten backpack for a few years; however, I think it had become a little “invisible”. Therefore we decided to create a backpack that would be a bit more “magical” for children”, says Marte.

“For a few years we saw that the gym bag for first graders was sold to kindergarten children. However, this type of bag is not as good for the children’s backs. We have used all of the good solutions from the first grade backpack and made them into a slightly smaller version. And so we can present a kindergarten backpack that is ergonomi-

cally correct, adapted to the child’s back, and at the same time attractive to children with exciting colours and motifs”, says Marte.

She recommends the backpack for all older children in the kindergarten. The backpack comes in four different themes, so that children can choose their own expression. Common to all of the backpacks is good load-bearing comfort, a good load-carrying system with padding and straps, in addition to a soft back panel that adapts to the child’s back.

A little while later, Lotte, Lyder, Jonas and Eline have climbed several trees, they have fed ducks, frightened some ducks, told jokes, marched through the forest singing an ABC song, eaten, argued a little and laughed a lot. They do not have much to say about comfort, however the backpacks did not get in the way when they were climbing or jumping across the rocks.

However, Lyder has noticed one detail on the backpack that he thinks is more important and more fascinating than anything else: A small dog driving a fire truck on the backpack!

*Simply magical!*

## “It is a form of mastering and good training to be able to carry your own food and drink.”

– Lill Kristin Throne, Head Teacher at Læringsverkstedet kindergarten in Flekkerøy

portant for learning, play, well-being and interaction with others”, says Lill Kristin Throne, head teacher at Læringsverkstedet kindergarten in Flekkerøy.

pack they have, the more they can carry with them. You can yourself try to carry an ill-fitting backpack on a hike”, says Wilkens, and reminds us that children should not



3 of 4 first graders in Norway have a Beckmann backpack. In the last three years, we have also noticed great interest from overseas distributors. When we wish to make the world's best backpacks, it is indeed nice to know that they are used all over the world.

# INTERNATIONAL INTEREST

We have met children from different countries who have all chosen a Beckmann backpack. Here they answer some of our questions:  
*"What are you most looking forward to when you start school?"*  
*"What do you have in your backpack?"*



**Yu Xi from China**

*"I am looking forward to becoming a pupil at a large school and to meeting new friends."*

*"I have books, pencils and Lego in my backpack."*



**Tiril from Canada**

*"I am most looking forward to the shopping before starting school!" And I am also looking forward to meeting new teachers and seeing my friends again. Perhaps I will get to know some new ones?"*

*"Pens, notebook, some toys, lunchbox and a water bottle."*



**Deniz from Austria**

*"Learning new things and making friends. I also like the feeling of being bigger now."*

*"We have to carry a lot of things in the backpack; books, water bottle and a lunch box. And I always have my mobile and my secret diary with me. On some days my backpack weighs up to 10 kilos – and then I am really happy that I have a good backpack!"*



Photo: Torleif Svensson

## More children at school!

We are passionate about good school backpacks for children. However, it does not help to have the world's best school backpack if the child does not have a school to go to. Therefore we are very happy to be able to support Strømmestiftelsen's Speed School, to help more children to go to school.

On all of our school backpacks you will find a small label containing information about Speed School. As the name perhaps suggests, this is a rapid learning school and it is a very good description of an important project.

Life as a parent is full of choices. Everything from what the name of the child should be to what kind of recreational interests they should have. However, very few parents have to make the choice: "Shall the child have food to survive, or go to school?"

But in Mali, Niger and Burkina Faso, this is absolutely a relevant question for many desperate parents. In these countries, there are a total of three million children who work, instead of going to school. When the family is poor, the children often have to remain home in order to work. Many children also become victims of human trafficking or are married off as children.

However, Speed School is free of charge for parents and it is a new opportunity for children between eight and twelve years old that have had to stop going to school or have not even started at school. During nine intensive months, the children learn what ot-

hers have learned over several years.

After nine months of schooling, pupils at Speed School take a test. If they pass the test, they are allowed to start in regular third or fourth grade. The aim of Speed School is to help children get back to their studies.

Since the start-up of Speed School in 2004, almost 171,000 children, who had stopped going to school or never managed to start, have been given a new chance to get an education.

We cannot change the entire world. But we can all help in doing something. And we are pleased to have been a part of changing the world for children such as nine year old Sidikou. After his mother died six years ago, he moved in with his grandmother and grandfather. Going to school became difficult and eventually he stopped going. But then Speed School came to the village and Sidikou got a new chance.

"Myself, I can neither read nor write. But look at Sidikou – in just a short while he has learned to do both! I believe the whole boy has changed. I wonder if he could not become president one day", smiles a proud grandfather.





“A child back can tolerate more than we believe; however, the wrong backpack and incorrect use over time can lead to problems in an important period of growth.”

– Philip Wilkens, chiropractor and one of three persons in Norway that have a doctorate in lower back pain.

HIKING BACKPACK, 12 LITRE

URBAN MINI

CLASSIC, 22 LITRE

CLASSIC, 28 LITRE

URBAN, 30 LITRE

# USE THE BACKPACK CORRECTLY

In order for a backpack to function optimally, it must be correctly adjusted. Beckmann has had the pleasure of having chiropractor Philip Wilkens as part of the professional development team for the last three years. No one is more qualified than him to show how the backpack should sit on the back.

**URBAN MINI**  
The load-bearing system is in fact just as good on this backpack as it is for an adult. In the store you can readily check two things: That the shoulder straps are correctly tightened and that the backpack does not hang too far down towards the child’s bottom. “On this particular backpack, a lot of focus has been on the shoulder straps, and the backpack is very suitable for a child’s neck”, says Wilkens.  
*Remember: The backpack must not hang down too far down on the child’s bottom.*

**HIKING BACKPACK, 12 LITRE**  
Technically, the kindergarten backpack is very similar to a first grade backpack; however, it is smaller and lighter. As the kindergarten frequently goes out on trips, it is important to have a good backpack. Children do not walk simply straight when they are out walking, and therefore it is important that the waist belt sits correctly. The backpack should rest

on the hips. “This is the backpack that my own children use when we are out on a trip”, says Wilkens.  
*Remember: Check that the waist belt is fitted properly.*

**CLASSIC, 22 LITRE**  
This backpack has undergone a lot of detailed development! A school pupil walks along way during the school year and so it is important to have a good backpack – and it is important to adjust the backpack to the child’s back. You should begin by finding the height of the child’s hips and adjust the hip belt. Then, adjust the shoulder straps. After this, you can check that the strap across the chest is not fitted too high or too low, but close into the body. Finally, check that the backpack is tightened sufficiently to prevent it hanging too low down on the child’s bottom, is Wilkens final tip.  
*Remember: Shoulder straps must be tightened so that the backpack is good to carry.*

**CLASSIC, 28 LITRE**  
This backpack is constructed to the same template as the first grade backpack, but the backpack is larger so that it fits a back that has grown a little. Now the child is grown enough to begin to carry quite a number of books in the backpack, and so it is important that the backpack is packed correctly, with the heaviest items in towards the back. It is important that the backpack sits firmly and properly on the back if the child is cycling.  
*Remember: Make sure that the heaviest items are located in towards the back.*

**URBAN, 30 LITRE**  
This youth backpack has a longer back section – this means that it can also be used by adults. There is not so much that needs to be adjusted on this backpack – but in any case it fits well.  
*Remember: Make sure that the backpack sits close into the back.*

- TO STORE PERSONNEL**  
1. Have a couple of books handy that can be placed inside when the child is trying out the backpack.
2. Adjust the shoulder straps so that the backpack stops just above the bottom.
3. Put on the hip belt (the hips carry the load). The lowest part of the belt must sit on the upper part of the hips.
4. Fasten the chest strap. Adjust the strap until it is just a couple of centimetres above the armpits. Make sure that the arms can move backwards and forwards without hitting the backpack (the backpack must not be too wide).
5. Tighten the top adjusters.
6. Let the child move around wearing the backpack. Can they walk/run without bumping into the backpack? Does the backpack fit closely into the back, particularly in towards the shoulders?
- TO PARENTS**  
7. Show the child how to tighten and open the inner tightening cord.
8. Tell them that the heaviest items should be placed innermost and at the bottom of the backpack.
9. Tell them about the reflective patches and that it is important that these are easily visible.
10. Show the child how to put on the rain cover.
11. Tell the child that the backpack should be packed each day, to avoid having to carry unnecessary weight.
12. Adjust the backpack according to clothing and as the child grows.



# KINDERGARTEN





## Hiking backpack, 12 litre

When you are one of the biggest in the kindergarten, it is a really good thing to have a mini first grade backpack. Kindergarten children are very often out on trips and it is important to have a robust backpack that can withstand rough use. This backpack sits properly on the back, whether the child is climbing trees, rolling around in the moss, ballet dancing in the forest or racing their friends. In addition to good load-bearing comfort, the backpack has numerous practical pockets and soft padding. When the chiropractor with whom we collaborate goes on a trip with his children – yes, it is this backpack he chooses.



## Functions

- |   |  |
|---|--|
| 1 Solid padding against the back and on shoulder straps           | 5 Reflective details on all sides            |
| 2 Chest strap and hip belt  | 6 Rain cover in the top flap                 |
| 3 Exterior pocket for drinking bottle                             | 7 Interior pockets for notes, drawings, etc. |
| 4 The load-bearing system transfers 50% of the weight to the hips | 8 Reflective design on separate front pocket |

### PRODUCT NO. 428: Hiking backpack, 12 litre



Brumle  
7049980428179



Lerke  
7049980428100



Unicorn  
7049980428490



Fire truck  
7049980428216



Bunnies  
7049980428100



Dragon  
7049980428070

### PRODUCT NO. 710: Drinking bottle



Brumle  
7049980710076



Lerke  
7009980710199

### PRODUCT NO. 810: Lunch box



Brumle  
7049980810073



Lerke  
7049980810196



A full-body photograph of a young boy with blonde hair, smiling, standing on a silver metal school chair. He is wearing a white collared shirt under a dark blue jacket, blue jeans, and black sneakers. A large black backpack is on his back. The background is a plain white wall with a horizontal wooden plank. The floor is light-colored wood.

# 1ST GRADE





## Classic, 22 litre

Many children probably choose Classic 22 litre because of the 19 reflective patches, the first grade friendly motifs and the exciting pockets with space for everything from pebbles to bus passes, marbles and other necessary items. For the adults it can in addition be good to know that the backpacks have first-class load-bearing comfort with padding, straps and good weight distribution. The backpack has practical dividers and is extremely user-friendly. And for children who tire of the motifs on the backpack, last year we launched a new product. On the Berry and Football models, it is possible to turn the pocket inside out – and hey presto! – you have a backpack without a motif.



## Functions

- 1 Top tightening straps for shoulder straps
- 2 Solid padding against the back and on shoulder straps
- 3 Chest strap and hip belt
- 4 Pocket for drinking bottle
- 5 The load-bearing system transfers 50% of the weight to the hips
- 6 Reflective details on all sides
- 7 Rain cover in the top flap
- 8 Interior compression pulls the weight in close to the back
- 9 Anatomically-shaped back support
- 10 Pocket for lunch box
- 11 Good air flow around the back
- 12 Flashing light
- 13 Reflective details on all sides on gym/hiking backpack
- 14 Chest strap on gym/hiking backpack
- 15 NEW! Separate pocket inside for iPad



## Classic, 22 litre

PRODUCT NO. 118: Classic, 22 litre

PRODUCT NO. 18: Gym/hiking backpack, 12 litre

Space

7049980118216

7049980018219



Roborex

7049980118070

7049980018073



Ninja

7049980118025

7049980018028



Superhero

7049980118155

7049980018158



Football

7049980118414

7049980018417



REVERSIBLE  
POCKET!

## Gym/hiking backpack

This light hiking backpack has a capacity of 12 litres and is perfect for hiking and day trips. It is soft and comfortable to wear and is ideal for active children. The gym/hiking backpack can easily be attached to the outside of the 1st grade backpack – or it can be used separately.

PRODUCT NO. 118: Classic, 22 litre

PRODUCT NO. 18: Gym/hiking backpack, 12 litre

Berry

7049980118148

7049980018141



REVERSIBLE  
POCKET!

Mermaid

7049980118124

7049980018127



Alva

7049980118193

7049980018196



Pet

7049980118810

7049980018813



Bella

7049980118445

7049980018448





## Accessories

A first grader often takes their accessories seriously – just as we do. It is fun to have a drinking bottle, a lunchbox and pencil case that matches the backpack; however, first and foremost it is important to have products that are solid, user-friendly and simple to keep clean.

### PRODUCT NO. 718: Drinking bottle



Space  
7049980718218



Roborex  
7049980718072



Ninja  
7049980718027



Superhero  
7049980718157



Football  
7049980718416



Berry  
7049980718140



Mermaid  
7049980718126



Alva  
7049980718195



Pet  
7049980718812



Bella  
7049980718447

### PRODUCT NO. 818: Lunch box



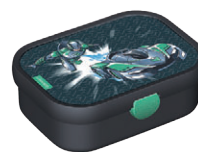
Space  
7049980818215



Roborex  
7049980818079



Ninja  
7049980818024



Superhero  
7049980818154



Football  
7049980818413



Berry  
7049980818147



Mermaid  
7049980818123



Alva  
7049980818192



Pet  
7049980818819



Bella  
7049980818444

### PRODUCT NO. 27: Rain cover



Lime  
7049980027259



Pink  
7049980027129

### PRODUCT NO. 178: Single pencil case



Space  
7049980178210



Roborex  
7049980178074



Ninja  
7049980178029



Superhero  
7049980178159



Football  
7049980178418



Berry  
7049980178142



Mermaid  
7049980178128



Alva  
7049980178197



Pet  
7049980178814



Bella  
7049980178449

### PRODUCT NO. 188: Double pencil case



Space  
7049980188219



Roborex  
7049980188073



Ninja  
7049980188028



Superhero  
7049980188158



Football  
7049980188417



Berry  
7049980188141



Mermaid  
7049980188127



Alva  
7049980188196



Pet  
7049980188813



Bella  
7049980188448

### PRODUCT NO. 198: Triple pencil case



Space  
7049980198218



Roborex  
7049980198072



Ninja  
7049980198027



Superhero  
7049980198157



Football  
7049980198416



Berry  
7049980198140



Mermaid  
7049980198126



Alva  
7049980198195



Pet  
7049980198812



Bella  
7049980198447



# 2ND GRADE





## Classic, 28 litre

Bigger children, larger backpacks! Classic 28 litre has the same important characteristics as the first grade backpack. However, the child has grown and it is necessary to have a backpack that is adapted to a larger body and longer back. Remember that even though the padding in Beckmann backpacks is extremely good, all padding will wear over time. In the same way that the cushioning on a running shoe will fade over time, the effect of cushioning, or padding, on a backpack will diminish after a while. And when the first grade backpack needs replacing, the Classic 28 is the backpack to move up to.



## Functions

- |   |  |
|---|--|
| 1 Top tightening straps for shoulder straps                       | 7 Pocket for a laptop  |
| 2 Solid padding against the back and on shoulder straps           | 8 Interior compression pulls the weight in close to the back |
| 3 Chest strap and hip belt  | 9 Anatomically-shaped back support                           |
| 4 Pocket for drinking bottle                                      | 10 Simple tightening at the top                              |
| 5 The load-bearing system transfers 50% of the weight to the hips | 11 Good air flow around the back                             |
| 6 Reflective details on all sides                                 | 12 Rain cover in the top flap                                |

PRODUCT NO. 218: Classic, 28 litre



Light blue  
7049980218213



Pink fusion  
7049980218121



Black  
7049980218022



Blue  
7049980218077

PRODUCT NO. 530: Pencil case



Light blue  
7049980530216



Pink fusion  
7049980530124



Black  
7049980530025



Blue  
7049980530070

PRODUCT NO. 30:  
Rain cover



Lime  
7049980030259



## NEW: Urban Midi, 26 litre

Urban has a design that appeals to most! We have noticed that it has become popular also among younger target groups. This year we have therefore launched a medium variant. The backpack is in the same segment as Sport Jr., but we believe it will have a broad appeal. Urban Midi has the same good load-bearing qualities as its big brother.



### Functions

- 1 Solid padding against the back and on shoulder straps
- 2 Chest strap
- 3 Pocket for drinking bottle
- 4 Separate pocket for laptop and tablet
- 5 Anatomically-shaped back support
- 6 Good air flow around the back
- 7 Rain cover in the bottom

### PRODUCT NO. 5810: Urban Midi



Denim  
7049985810818



Grey  
7049985810054



Floral  
7049985810504



Blue  
7049985810078



Pink  
7049985810122

### PRODUCT NO. 531: Pencil case



Denim  
7049980531817



Grey  
7049980531053



Floral  
7049980531503



Blue  
7049980531077



Pink  
7049980531121



## Sport Junior, 30 litre

Once upon a time, dinosaurs and princesses were all the rage. These things are now unimaginable for the child who now wishes to have a Sport Junior 30 litre. Such is life. For the bigger child we have a backpack with a more “grown-up” and sporty character. Zip in the top, good load-bearing qualities, a stylish design and excellent functionality. And of course: A separate space for a laptop. Note you can also buy a separate gym/hiking backpack with a practical net that perfectly suits, for example, a ball. And this is good to have when you feel a little too old for dinosaurs, but not too old for fun and play.



### Functions

- 1 Good padding against the back and on shoulder straps
- 2 Reflective details on all sides
- 3 Chest strap and hip belt
- 4 The load-bearing system transfers 50% of the weight to the hips
- 5 And of course, separate pocket for laptop and tablet
- 6 Aluminium support in the back
- 7 Rain cover in the bottom
- 8 Top tightening straps for shoulder straps
- 9 Gym/hiking backpack that can be attached to the backpack. See page 37 for product number.





## PRODUCT NO. 5840: Sport Junior



Black  
7049985840426



Green  
7049985840167



Blue  
7049985840174



Red  
7049985840099



Purple  
7049985840105



Geocolor  
7049985840501

## PRODUCT NO. 198: Triple pencil case



Black  
7049980198423



Green  
7049980198164



Blue  
7049980198171



Red  
7049980198096



Purple  
7049980198102



Geocolor  
7049980198508

## PRODUCT NO. 534: Twin-pocket pencil case



Black  
7049980534429



Green  
7049980534160



Blue  
7049980534177



Red  
7049980534092



Purple  
7049980534108



Geocolor  
7049980534504

## PRODUCT NO. 25: Rain cover



Lime  
7049980025255

## Gym/hiking backpack

There are many gym backpacks and gym bags. Sometimes you might feel that the house is full of them! However, with this light gym/hiking backpack that can be attached to the outside of the school backpack, or be used separately, you do not need many different bags. The backpack holds 16 litres and is perfect for day trips or training. The backpack also comes with a net for a ball, helmet, etc., that can easily be attached to the outside of the backpack.

## PRODUCT NO. 505: Gym bag



Black  
7049980505023



Blue  
7049980505078



Purple  
7049980505191



Grey  
7049980505054



Pink  
7049980505122



# YOUTH/STUDENTS





## Urban, 30 litre

This is a popular retro backpack with the nostalgic logo and several fine leather details. The backpack has a chest strap and an aluminium support that provides stable and good load-carrying qualities. Separate compartment for a laptop. Rain cover in the bottom.



### Functions

- 1 Solid padding against the back and on shoulder straps
- 2 Chest strap
- 3 Pocket for drinking bottle
- 4 Separate compartment for a laptop
- 5 Anatomically-shaped back support
- 6 Good air flow around the back
- 7 Rain cover in the bottom

### PRODUCT NO. 5830: Urban



Black  
7049985830021



Grey  
7049985830052



Navy stripes  
7049985830175



Green  
7049985830151



Dark blue 7049985830076



Petrol  
7049985830434



Rust  
7049985830243



Light blue  
7049985830212

### PRODUCT NO. 533: Pencil case



Black  
7049980533026



Grey  
7049980533057



Navy stripes  
7049980533170



Green  
7049980533156



Dark blue  
7049980533071



Petrol  
7049980533439



Rust  
7049980533248



Light blue  
7049980533217





New backpack, now something new is about to begin, thinks Kristin.  
New backpack, now something has gone by, thinks daddy.

She carries the backpack so easily and proudly.  
She will remember this backpack for the rest of her life.  
This backpack that she spent a full hour choosing. All by herself.

She can do so many things by herself now, thinks daddy, and watches the  
determined steps, the upright back.

But then she stops for a moment. She turns around and runs back to him. And she lets  
him carry both her, the backpack, the pencil case, the lunchbox and the new coloured  
pencils the last few metres to the school, to the new life.

She will remember the backpack for the rest of her life.  
He will always remember the small arms around his neck and the huge smile  
on that tiny face.

And so they are ready for a new chapter.



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taschenausgabe - Christiane Haimayer e.U • Hollandstr. 8/2/K3 • 1020 Wien  
+ 43 676 94 55 682 • [info@beckmann.co.at](mailto:info@beckmann.co.at) • [www.beckmann.co.at](http://www.beckmann.co.at)