

PRODUCT CATALOG

# 2017

 **Beckmann**  
OF NORWAY



WE ARE CELEBRATING OUR 70TH BIRTHDAY

# The History of Beckmann

The story begins in 1946, after long years of war in Norway. Olav Beckmann is a young man with creativity, a go-ahead spirit – and an idea. He works on various projects, until the early 1950s, when he finally has enough money to put his growing idea into practice:

**School backpacks! Children need good school backpacks!**

Production begins in the tiny living room in the Beckmann family home. Models are drawn, samples sewn and the backpacks tested out on the Beckmann's and neighbours' children. Precision and quality were important values. The classic leather backpack was launched at the start of the 1970s – and sales really began to take off!

We carry the idea forward

We are proud to continue Olav Beckmann's business concept. Every day, we work hard to find the right materials, optimise functionality and design so that customers get what they expect from Beckmann.

A school backpack has a tough life... Backpacks are filled with heavy books and wet gym clothing, they are thrown around in the playground and used as a seat cushion throughout the school year. It is important to us to let you know that Beckmann backpacks undergo strict quality controls and are thoroughly tested before they are carried on your back.

Your back has to last a lifetime... A child that walks 1 km to school, carries a backpack from Lindesnes to Nordkapp – and back – during their 12 years at school. Our backpacks are made to ease the load on the back and shoulders. Hip belt, chest strap, back supports and good padding makes the backpack feel lighter. Knowledge should be easy to carry...

The heritage from Olav Beckmann remains our cornerstone. Our aim is to make the best school backpacks in the world. Our goal is to keep the customer satisfied and proud to carry a piece of Norwegian history.

1960

Turnover reached  
NOK 1 million

25/09/1946

Organisational meeting of shareholders in Olav Beckmann AS. 100 shares at NOK 500 each. Present: Carsten, Bjørn and Olav Beckmann.

1967



1946–1960

Based at leased premises in Gyldenløvesgate.

1946

April 1960

Relocated to 1700 m<sup>2</sup> newly built premises in Skippergata 2. Basement and three floors that were built together with Bjørn Beckmann AS (belts).





1968



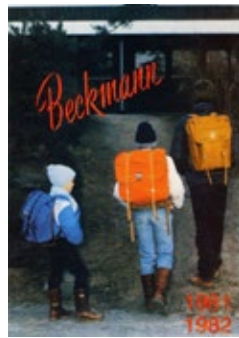
1978



1980



1981



2004

Final year with sales of backpacks with frames.

2005

We are now selling approx. 25,000 backpacks for first graders!

2006



01/01/2015

3rd generation Beckmann begins working at the company.

2015

Turnover reached NOK 60 million

30/11/2015

Relocated to fine, new premises at Buråsen 32 in Sørlandsparken.

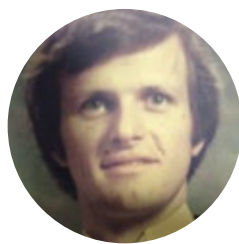
2017

1973



1980

Jan Olav Beckmann becomes General Manager.



1990s



2008

**Beckmann**  
OF NORWAY

Beckmann adopts a new logo, which is still used today. In 2010, "of Norway" was added, such as it is today.

2011

Roy Kjøstvedt takes over as General Manager.

2016

Color Bella becomes a hit among the girls.



1975

Sales of leather backpacks begins.



2016

Beckmann celebrates its 70th birthday

# Creating "good companions"



*Product Designer Marte Stine Richardsen and Chiropractor Philip Wilkens with one of this year's new products, which is designed not only to be attractive in appearance, but to be good to carry.*

Year after year, Beckmann has strived to get closer and closer to the optimal school backpack – or "good companion" as it is called.

"When parents tell us that their children have come to love their backpack so much that they take it to bed, then we know we have been successful!" says Product Designer Marte Stine Richardsen, who is one of several designers at Beckmann. Also part of the team is Chiropractor Philip J. Wilkens, who in cooperation with product designers is continually seeking ergonomic improvements so that the backpack will be even more suitable for small bodies.

"Children's backs can tolerate more than we think; however, the wrong backpack and incorrect use over a long time can lead to problems in an important growth period," says Wilkens. He takes care of user's backs – and is something of an authority in this area. There are only three persons in Norway that have a doctorate qualification in lumbar back pain, and Wilkens is one of them. Beckmann has had the pleasure of having Wilkens as part of the professional development team for the last three years.

Of course, parents do not take any chances with their children's health – but far too few of them know exactly what they should focus on when children are to be kitted out with a school backpack. During their time at primary and lower secondary school, a child with a 1.2 km walk to school will cover a stretch corresponding to the distance from Lindesnes to Nordkapp *and* back! Adults would never attempt a trip like that without having the very best equipment – would they?

## WITHOUT ADJUSTABLE FRAME

The old style satchel, that in our parents and grandparents' time was one single colour, boring and stiff, has now been transformed into a colourful and comfortable school backpack made from lightweight materials, with padding and support, adjustable shoulder straps, hip belt and chest strap.

None of Beckmann's backpacks have an adjustable frame – this was discontinued 15 years ago. Purely and simply because an adjustable back has more disadvantages than benefits.

"Imagine if adjustable training shoes had existed, in sizes 28–35. Would you have bought them, in order to be able to use them for many years? Probably not! A shoe becomes worn and the cushioning weakens. The same applies to a backpack. The cushioning in both the padding on the shoulder straps and back pads deteriorates over time," says Marte Stine Richardsen. Backpacks with adjustable frames are also heavier and the width between the straps, in any case, will only fit for a limited period.

This is one of the reasons why Beckmann recommend replacing a school backpack every second or third year.

### TRENDS

"The older the target group for the backpack, the more important trends become. When we make backpacks for smaller children, trends are not so important; rather that the children themselves think the backpack is fantastic. Sound ergonomics wrapped up with magic."

"Those of us who work on product design discover new trends way before they become popular. We know that they are coming – but it can be difficult to know exactly when they will really catch on," says Richardsen. However, there are classic designs that never fade away. Cars, spaceships and dinosaurs never go out of fashion with the younger boys. For girls, anything that is "sweet and nice". The "awww" factor must never be underestimated! This year, in addition, we have two rather more neutral models for first graders, to cater for those who prefer not to have motifs on their backpacks.

### ERGONOMICS

Among the chiropractor's advice, this is the most important: Buy a good backpack that fits well and use it correctly.

"Remember that children not only grow in height, they also grow widthways, and the backpack must be comfortable to use every day. It should be tightened up or loosened, depending on whether the user is wearing thin summer clothes or thick winter garments," says Philip J. Wilkens, who believes that a good and correctly adjusted backpack can prevent back injuries.

"The backpack must be close to as much as possible of the back. You should not be able to fit a hand between the user's back and the backpack. Heavy books must be placed innermost and down near the hip area; however, the backpack must not rest on the hips. The backpack must in any case never hang down as far as the user's bottom!

By: Hans Martin Sveindal

# SIX USEFUL TIPS FOR BACKPACKS

## FOR STORE PERSONNEL

1. Have a couple of books handy that can be placed in the backpack when the child is trying out various models.
2. Adjust the shoulder straps so that the backpack stops just above the child's bottom.
3. Put on the hip belt (it is the hips that bear the load). The lowest part of the belt must sit on the upper part of the hips (iliac crest).
4. Fasten the chest strap. Adjust the strap until it is just a couple of centimetres above the armpits. Ensure that the arms can swing back and forth without bumping into 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 and hips?

## FOR PARENTS

1. Show the child how to tighten and open the inner adjusters.
2. Tell them that the heaviest items should be placed innermost and at the bottom of the backpack.
3. Tell them about the reflective patches and that these should be easily visible.
4. Show the child how to put on the rain cover.
5. Teach the children to re-pack the backpack each day, so that they do not have to carry unnecessary weight around.
6. Adjust the backpack according to clothing and as the child grows.



Kindergarten



## Urban mini

Urban mini was very well received in 2016 and we hope that sales will increase even further, now that the product is more visible. The backpack is light, fits well on the child's back, has a rain cover and real leather detailing.



- 1 Solid padding against the back and on shoulder straps
- 2 Chest strap
- 3 Exterior pocket for drinking bottle
- 4 Reflective patches on straps and on front pocket
- 5 Name label
- 6 Rain cover in the bottom

PRODUCT NO. 425: Mini Urban, 10 litre



Navy  
7049980425079



Grey  
7049980425055



Blue  
7049980425215



Pink  
7049980425123



Red  
7049980425147



Yellow  
7049980425185



## Hiking backpack, 12 litre

This backpack is like a mini 1st grade backpack and is ideal for older children in the kindergarten.

The backpack is light and has extremely good load-bearing qualities. The backpack also has a separate "shopping bag" in a matching design.



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

PRODUCT NO. 428: Hiking backpack, 12 litre



Brumle  
7049980428179



Lerke  
7049980428100

PRODUCT NO. 710: Drinking bottle



Brumle  
7049980710076



Lerke  
7009980710199

PRODUCT NO. 810: Lunch box



Brumle  
7049980810073



Lerke  
7049980810196





A good companion since 1946



1st grade





## Classic 22 litre

There is a reason why three out of four 1st grade pupils have a Classic 22 on their backs! The backpack has extremely high quality, it is good to carry and is very user-friendly. It is cool, has practical separate sections and as many as 19 reflective patches! New! On the Berry and Football models, it is possible to turn the pocket inside out – then you have a backpack without a motif.



## 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 carry 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.



## Functions

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

## Classic 22 litre

There is a reason why three out of four 1st grade pupils have a Classic 22 on their backs! The backpack has extremely high quality, it is good to carry and is very user-friendly. It is cool, has practical separate sections and as many as 19 reflective patches!

PRODUCT NO. 117: Classic, 22 litre

PRODUCT NO. 17: Gym/hiking backpack, 12 litre

Denim Pet

7049980117813

7049980017816



Purple Mindy

7049980117196

7049980017199



Turquoise Fairy

7049980117233

7049980017236



Color Bella

7049980117509

7049980017502



Berry

7049980117141

7049980017144



**NEW!**

Reversible pocket at the front, so you can choose whether you want to have the motif visible or simply a plain backpack. A nice, practical wallet is included!



# 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 carry 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. 117: Classic, 22 litre

PRODUCT NO. 17: Gym/hiking backpack, 12 litre

Space

7049980117219

7049980017212



Rex

7049980117158

7049980017151



Ninja

7049980117028

7049980017021



Car

7049980117400

7049980017403



Football

7049980117417

7049980017410



**NEW!**

Reversible pocket at the front, so you can choose whether you want to have the motif visible or simply a plain backpack. A nice, practical wallet is included!

## Accessories

The drinking bottle from Rosti Mepal is robust and decorative. The drinking bottle has a smart pop-up system and is easy to take apart for cleaning. The lunch box seals completely – there is no risk that the lunch box will open in the backpack. Both products are fully dishwasher safe.

### PRODUCT NO. 717: Drinking bottle



Denim Pet  
7049980717815



Purple Mindy  
7049980717198



Turquoise Fairy  
7049980717235



Color Bella  
7049980717501



Berry  
7049980717143



Space  
7049980717211



Rex  
7049980717150



Ninja  
7049980717020



Car  
7049980717402



Football  
7049980717419

### PRODUCT NO. 817: Lunch box



Denim Pet  
7049980817812



Purple Mindy  
7049980817195



Turquoise Fairy  
7049980817232



Color Bella  
7049980817508



Berry  
7049980817140



Space  
7049980817218



Rex  
7049980817157



Ninja  
7049980817027



Car  
7049980817409



Football  
7049980817416

### PRODUCT NO. 27: Rain cover



Lime  
7049980027259



Pink  
7049980027129



## PRODUCT NO. 177: Single pencil case



Denim Pet  
7049980177817



Purple Mindy  
7049980177190



Turquoise Fairy  
7049980177237



Color Bella  
7049980177503



Berry  
7049980177145



Space  
7049980177213



Rex  
7049980177152



Ninja  
7049980177022



Car  
7049980177404



Football  
7049980177411

## PRODUCT NO. 187: Double pencil case



Denim Pet  
7049980187816



Purple Mindy  
7049980187199



Turquoise Fairy  
7049980187236



Color Bella  
7049980187502



Berry  
7049980187144



Space  
7049980187212



Rex  
7049980187151



Ninja  
7049980187021



Car  
7049980187403



Football  
7049980187410

## PRODUCT NO. 197: Triple pencil case



Denim Pet  
7049980197815



Purple Mindy  
7049980197198



Turquoise Fairy  
7049980197235



Color Bella  
7049980197501



Berry  
7049980197143



Space  
7049980197211



Rex  
7049980197150



Ninja  
7049980197020



Car  
7049980197402



Football  
7049980197419

3rd–5th grade





## Classic 28 litre

The child has grown out of the 1st grade backpack and the time is right to upgrade to a larger backpack! We can of course offer the same carrying comfort, quality and user-friendliness as in the 1st grade school backpack. The backpack has a separate pocket for a laptop.



## Functions

- |   |  |
|---|--|
| 1 Top tightening straps for shoulder straps                       | 7 PC pocket  |
| 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. 217: Classic, 28 litre



Pink fusion  
7049980217124



Purple  
7049980217193



Blue stripes  
7049980217070



Multi  
7049980217490

PRODUCT NO. 522: Round pencil



Pink fusion  
7049980522129



Purple  
7049980522198



Blue stripes  
7049980522075



Multi  
7049980522495

PRODUCT NO. 30:  
Rain cover



Lime  
7049980030259



3rd–5th grade





## Sport Junior, 30 litre

This backpack has a more "adult" and sporty quality, with a zip at the top.  
Sport Junior has good carrying qualities a stylish design and excellent functionality.  
Separate compartment for a laptop.



### 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 PC pocket
- 6 Aluminium support in the back
- 7 Rain cover in the bottom
- 8 Gym/hiking backpack that can be attached to the backpack. See page 31 for product number.





## PRODUCT NO. 5740: Sport Junior



Denim  
7049985740207



Geocolor  
7049985740498



Purple  
7049985740108



Black  
7049985740429



Mixed blue  
7049985740269



Blue  
7049985740177

## PRODUCT NO. 197: Triple pencil case



Denim  
7049980197204



Geocolor  
7049980197495



Purple  
7049980197105



Black  
7049980197426



Mixed blue  
7049980197266



Blue  
7049980197174

## PRODUCT NO. 524: Two-pocket pencil case



Denim  
7049980524208



Geocolor  
7049980524499



Purple  
7049980524109



Black  
7049980524420



Mixed blue  
7049980524260



Blue  
7049980524178

## PRODUCT NO. 25: Rain cover



Lime  
7049980025255

## Gym/hiking backpack

This lightweight gym/hiking backpack has a 16 litre capacity and can either be attached outside of the school backpack or be used separately. The backpack 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/Student



## NEW THIS SEASON: Beat, 30 litre

Beat is new for this year. The backpack is intended for fifth graders and up; however, it will likely appeal to several age groups. It has a relaxed style and has the same good carrying qualities as the backpacks for younger children. Separate pocket on top of the backpack for keys, etc. and a rain cover in the bottom.



## Functions

- 1 Good padding against the back and on shoulder straps
- 2 Chest strap
- 3 Internal compartment for laptop and tablet
- 4 Aluminium support in the back
- 5 Rain cover in the bottom
- 6 Good air flow around the back
- 7 Separate pocket on top for keys, etc.



PRODUCT NO. 5720: **Beat**

Black  
7049985720025



Red  
7049985270148



Blue  
7049985270070

PRODUCT NO. 521: **Two-pocket pencil case**

Black  
7049980521023



Red  
7049980521146



Blue  
7049980521078

## Sport, 32 litre

This backpack is made for active youths. It has a fresh and sporty quality with several practical pockets and good load-bearing characteristics. Separate compartment for a laptop. Rain cover in the bottom.

PRODUCT NO. 5760: **Sport**

Black  
7049985760021



Blue  
7049985760076



Color  
7049985760502

PRODUCT NO. 526: **Pencil**

Black  
7049980526028



Blue  
7049980526073



Color  
7049980526509

## 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 a back support that gives stable and good load-carrying qualities. Separate compartment for a laptop. Rain cover in the bottom.

PRODUCT NO. 5730: **Urban**



Black  
7049985730024



Burgundy  
7049985730000



Dark blue  
7049985730079



Grey  
7049985730055



Navy stripes  
7049985730178



Green  
7049985730154



Denim  
7049985730819

PRODUCT NO. 523: **Pencil case**



Black  
7049980523027



Burgundy  
7049980523003



Dark blue  
7049980523072



Grey  
7049980523058



Navy stripes  
7049980523171



Green  
7049980523157



Denim  
7049980523812



## College, 34 litre

College is perfect for school and studies, with roomy, good compartments for books and a laptop. Rain cover in the bottom.

PRODUCT NO. 5780: College



Black  
7049985780029



Blue  
7049985780074



Grey  
7049985780050

PRODUCT NO. 528: Two-pocket pencil case



Black  
7049985720025



Blue  
7049980528077



Grey  
7049980528053



Leather  
backpack

A favourite since 1975



## Leather backpack

This the follow-up from the extremely popular Beckmann backpack from the 70s and 80s! The backpack comes in two sizes – 26 and 30 litres – where the largest model has a separate pocket for a laptop.

PRODUCT NO. 263: Leather backpack, 30 litre

Black



Natural



PRODUCT NO. 261: Leather backpack, 26 litre

Black



Natural





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