



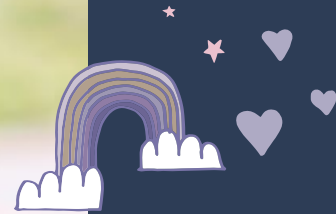
frii®
OF NORWAY

School backpacks 2021 COLLECTION

HIGH QUALITY PRODUCTS FOR SCHOOL CHILDREN



Frii of Norway is designed by heart.
We love to create quality and happiness
for children, and we want to give
our children the best.



The Frii of Norway® school backpacks are based on knowledge and experience since 1994. Founder and CEO, Roy Kjøstvedt has been the CEO and co-owner of the well-reputed brand of school bags, Beckmann Norway, founded in 1946 and sold to an investment company in 2017.

After 20 years of passion for developing high quality schoolbags and working with the Scandinavian leading brand, Mr. Kjøstvedt wanted to start up his own company and brand. With a total commitment to creating the best school backpacks in the world, he contacted the highly

recommended Norwegian designers, Vibeke Sagen Dale and Cecilie Kyllingstad, who immediately responded to his ideas and dreams. They shared the same enthusiasm and desire for developing a high quality, ergonomic school backpack with a playful design that is fun for children. Together the three of them founded the innovative company and brand, Frii of Norway.

The first Frii of Norway collection was created and received a warm welcome when launched in 2019. The company already has a solid distribution in a number of countries both in Europe and Asia.

In Norway it has been a long tradition of fairytales telling, and we wanted to bring this long tradition along with the developing of our products to share happiness to children all over the world! We appreciate that both mother and child are happy to choose a Frii of Norway school backpack with a magical fairytale expression and a modern touch of Scandinavian design.

For us, it is important that design and functionality go hand in hand. We always collaborate with experts, to ensure that our backpacks have the best ergonomic design. An excellent carrying system combined with light weight and

tasteful design makes Frii of Norway the preferable choice of school backpacks. Light to carry, easy to use.

Frii of Norway is designed by heart. We love to create quality and happiness for children, and we want to give our children the best.

We hope you enjoy this new collection of 2021 Frii of Norway® school bags and products. Please contact us for any questions you may have about our products. Thank you.

– Frii of Norway – created by love for children



Quick!

Quick and easy magnet lock!

New!

Glowing ball keychain, for fun and for safety.



A retro-inspired school backpack of the highest quality, in contemporary colours with a playful, harmonic design. The Frii school backpacks has a superlight design with good carrying comfort and clever details.

Light to carry, easy to use.



New!

Bigger outside zip pocket

MonsterBall 22L

MONSTERBALL SERIE 2021
RETRO 22L



New!

Drinking bottle
matching 22L
design.





Perfect fit!

Light to carry,
easy to use.

Ergonomic

Reflecting patches
integrated in the
design

Quick and easy
magnetic lock

Rain cover
in matching
colors in bottom
pocket

One-grip
inside lacing

Ergonomic
easy to carry

Smart pockets
inside and outside



School backpack | 22 L

Superlight backpack in scandinavian design.

Ergonomic, superlight, functionality and quality at the top level!
Inspiration for the Frie school backpacks for kids, from children's magical
fairytale world. New retro expression with contemporary colours and print.
Manufactured in compliance with REACH environmental regulations
for childrens products. Designed and developed in Norway.



Smart!

One-grip lacing:
Tighten and close
in one go!



Feature!

Rain cover in
bottom pocket.

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An excellent carrying system combined with light weight and a tasteful design makes Frii of Norway[®] to the preferable choice of school backpacks. We are for 2021 launching a wider collection including drinking bottles and lunch boxes.



A lovely gym bag with reflected prints and pocket on the side are available with the backpacks! Matching colours and with the same playful, harmonic Frii design. The gym bag is superlight and easy to stuff away when not in use. Use it for shcool and for sports. Perfect for year 1-3 schoolchildren!

**Light to carry,
easy to use.**



Shiny!

Details in Gold
and reflected
prints.



Yellow 22L

YELLOW SERIE 2021
RETRO 22L

Gymbag

- Reflected prints
- Zip Pocket



New!

Drinking bottle
matching 22L
design



Matching

Pencil boxes matching the 22L designs



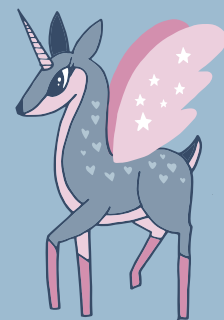
High quality pencil boxes in beautiful colours. School timetable included inside, matching the 22L backpack designs. Fill them with your child's favorite pens and pencils.

Easy to use, perfect for the youngest students.

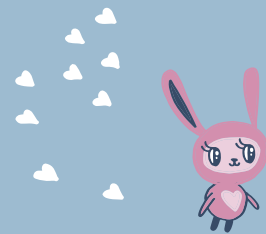




Inspiration for the playful design has come from the world of fairytales. Fairytales are familiar to all children and we have a fine tradition of storytelling in Norway. By making illustrations and colours more contemporary, we have created a more modern expression.



In general, children and adults are now more fashion-conscious than before. Whereas we have previously taken inspiration from products for kindergarten children, and used this to create 1st grade school bags, this time we have been inspired by youth and adults, and we have used colours and designs that reflect society at large. Therefore we have developed a retro-inspired backpack in modern colours, with a playful yet harmonic expression.





Blue Fantasy 22L

BLUE FANTASY SERIE 2021
RETRO 22L

Gymbag

- Reflected prints
- Zip Pocket



New!

Drinking bottle
400 ml inculated
steel.



Safety

Reflecting patches
integrated in the
design

Ergonomic

Easy to carry

Alu spine (removable)
for excellent shape
of the back

Easy grip

Adjustable straps

Superlight backpack with scandinavian design

Ergonomic, superlight, functionality and quality at the top level!

Light to carry, easy to use - at all time. The kids love it!

Norwegians love their nature, and they are used to carry backpacks. They learn at a very young age how to carry their own backpack, and norwegians learn that the ergonomic is very important. This knowlegde and tradition has been continued in the developing of Frii of Norway's school backpacks.

SuperHero 22L

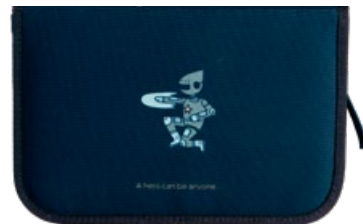
SUPERHERO SERIE 2021
RETRO 22L

Reflex

Both the backpack
and the gymbag
have reflected
prints

New!

Drinking bottle
matching 2021
design.





Magic 22L

MAGIC SERIE 2021
RETRO 22L



New!

Drinking bottle
400 ml inculated
steel.





New!

Drinking bottle
400 ml inculated
steel.

Safety

Reflected patches
with Frii design



Magic!

Playful design
makes creative
children



Pink Butterfly 22L

PINK BUTTERFLY SERIE 2021
RETRO 22L



New!

Drinking bottle
400 ml inculated
steel.





Pencil box

Matching colour
and design



New!

Shiny glitter
straps!

An excellent carrying system that gives small children a good start to school. Frii backpack fits well on the child's back. An internal aluminium support stay keeps its correct ergonomic shape, independent of how much is carried. Inspiring and playful design makes creative and curious kids.

Light to carry,
easy to use.





Dreamworld 22 L

DREAMWORLD SERIE 2021
RETRO 22L



New!

Drinking bottle
400 ml inculated
steel.



Carabiner

Outside pocket
with key ring
holder.

Reflex

Reflected patches
with Frie design



An excellent carrying system that gives small children a good start to school. Frie backpack fits well on the child's back. An internal aluminium support stay keeps its correct ergonomic shape, independent of how much is carried. Inspiring and playful design makes creative and curious kids.

Light to carry,
easy to use.



New!

Bigger outside
zip pocket

Dinosaur 22L

DINOSAUR SERIE
RETRO 22L

New!

Drinking bottle
matching 2021
design.





New!

Drinking bottle
400 ml insulated
steel.



Nice!

Name tag inside
the backpack.

Feature!

Internal PC and
iPad pockets.

• Top level quality

2-year warranty

• Ergonomic design

Alu-spine, adjustable straps, good carrying system

• Superlight backpacks!

Lightest ergonomic schoolbag on the market

• Smart solutions

Pockets for lunchbox, drinking bottle, iPad, PC/binder,
One-grip lacing, keychain holder

• Safety

Reflective patches on all sides. Glowing
lightball in front. Rain cover with reflective details.
Placing the rain cover at the bottom of
the backpack allows the child better
freedom of movement.

Mint 22L

SOLID COLOUR SERIE
RETRO 22L



New!

Solid colour design
with quite reflected
prints.

Night Blue 22L

SOLID COLOUR SERIE
RETRO 22L





School backpack | 30 L

Ergonomic backpacks in scandinavian design.

Light weight, great functionality and highest quality backpacks!

Frii 30L school backpacks are developed to fit older children and students. The design has a clean retro expression, contemporary colours and prints.

Manufactured in compliance with REACH environmental regulations for childrens products. Designed and developed in Norway.



Quick!

Magnet lock for
easy and quick
open-close

Solid black

Clean expression,
high end details

We have developed an excellent carrying system that also fits the older children. Frii back-pack 30L fits well on the back. The internal alu spine keeps its correct ergonomic shape, independent of how much is carried. You get the 30L in playful designs or just clean, solid colours.

Light to carry,
easy to use.



New!

All black design,
solid colour
30L



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Frii of Norway[®] should stand out, be a different and cooler choice of school bags. They are the lightest in the market and hold the highest quality. Good design gives good carrying comfort.



Green / Black 30L

RETRO 30L



Design

A clean expression and cool design that fits every student



Quick!

Quick and easy magnet lock!



Pink 30L

RETRO 30L





Carabiner

Outside pocket
with key ring
holder.

We have developed an excellent carrying system that also fits the older children. Frii backpack 30L fits well on the back. The internal alu spine keeps its correct ergonomic shape, independent of how much is carried.

You get the 30L in playful designs or just clean, solid colour.

Light to carry,
easy to use.

30L

Real leather
details



Graffiti 30L

RETRO 30L





30L
Real leather
details

Neo Mint 30L

RETRO 30L





PRODUCT OVERVIEW

Frii of Norway® 2021 collection

Please be aware of that colours may
differ from the original products.



21100 Magic 22L



21100 Dreamworld 22L



21100 Blue Fantasy 22L



Solid colour

21100 Mint 22L



400 ml

21125 Purple Steel Drinking bottle



21100 Yellow 22L



21100 Pink Butterfly 22L

Colours may differ from the original products.

22L

Ergonomic
backpack





21100 Dinosaur 22L



21100 Superhero 22L



21100 MonsterBall 22L



Solid colour

21100 Night Blue 22L



400 ml

2125 Petrol Steel Drinking bottle

21117 Pink Butterfly Gym bag



21117 Blue Fantasy Gym bag



21117 Dreamworld Gym bag



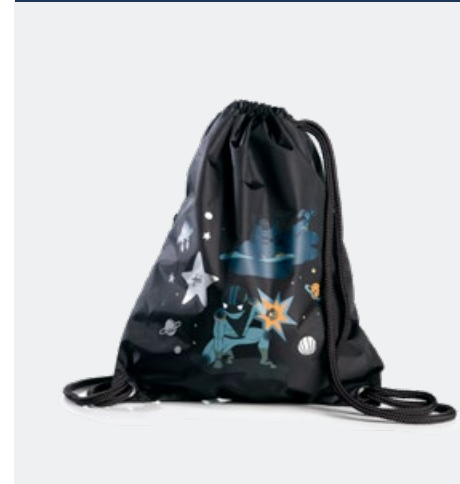
21117 Dinosaur Gym bag



21117 MonsterBall Gym bag



21117 Superhero Gym bag



21124 Pink Butterfly Pencilbox



21124 Blue Fantasy Pencilbox



21124 Dreamworld Pencilbox



21124 Dinosaur Pencilbox



21124 MonsterBall Pencilbox



21124 Superhero Pencilbox





21117 Night Blue Gymbag

Solid Colour
Night Blue
(photo is coming)

21117 Mint Gym bag

Solid Colour
Mint Green
(photo is coming)

21117 Magic Gym bag



21117 Yellow Gym bag



21126 Purple Lunchbox

APPROX. 2,8L



This is a scetch of the original product.

21126 Petrol Lunchbox

APPROX. 2,8L



This is a scetch of the original product.

21124 Night Blue Pencilbox

Solid Colour
Night Blue
(photo is coming)

21124 Mint Pencilbox

Solid Colour
Mint Green
(photo is coming)

21124 Magic Pencilbox



21124 Yellow Pencilbox



Colours may differ from the original products.

Colours may differ from the original products.



Solid colour

21200 Neo Mint 30L



Solid colour

21200 Black 30L

Colours may differ from the original products.



30L

Ergonomic
backpack



21200 Pink 30L



21200 Green Black 30L



21200 Graffiti 30L



Real leather

21130 Pencil Case Black




Real leather

21130 Pencil Case White



Real leather

21130 Pencil Case Brown



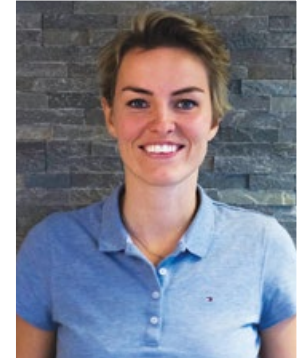
Light to carry,
easy to use.

The Frii backpacks
has been developed in
collaboration with a
chiropractor.

Good carrying comfort

Andrea Nordbø, Vital Kiropraktikk Sør

School backpacks from Frii of Norway® represent a fresh new approach in a traditional market. The backpacks have all of the functions that a good school backpack should have. It fits well on the child's back. It has an internal aluminium support stay, which means the backpack keeps its correct ergonomic shape, independent of how much is carried.



The greatest difference from other backpacks with good carrying comfort, is that Frii of Norway® backpacks have a self-weight of approx. 840 grammes. This is significantly less than competing school backpacks by comparison. A lighter backpack means less strain on the child's shoulders, neck and back.

Another advantage of backpacks from Frii of Norway®, is that the rain cover is stored in a pocket at the bottom of the backpack, instead of at the top. This is an advantage in today's society, where issues such as "mobile neck" or "drooping head" present a greater ergonomic challenge, also to children. By removing the rain cover from the top, the child's head and neck can move more freely; in addition, it makes opening and closing the backpack easier. From a professional standpoint, I can confidently recommend the school backpacks from Frii of Norway®.



frii[®]
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