



Official Media Kit

OUR STORY

Comfort, style and quality that is second to none. When August Johansson set out to create a superior clog, he broke the mold, so to say. Troentorp Clogs are regarded as the original and the best Swedish clogs available worldwide. Our customers are loyal, returning year after year for their beloved footwear. We've had a cult-like following for years, but it's time we finally reintroduce the original, the best, the only Swedish Clog to you! We welcome you, friend, to try the shoe that's been our little secret for over 100 years, Troentorp Swedish Clogs!

MILESTONES

1907: August Johansson, the founder of Troentorp Clogs, begins making clogs in his factory in Bastad, Sweden.

1909: Two years later the factory building is moved to its current location in Troentorp, Bastad.

1920: August has enough of the unpredictable wind power and finds a replacement in a 2 hp crude oil engine. The 2hp engine will be the work shop's power plant until 1940.

1940: The old oil engine is finally replaced with electricity.

1942: August's sons, Börje and Stig take over the Troentorp clog business.

1943: The brothers hire the first fulltime employee at Troentorp, Sven Persson.

1944 & 1951: Extensions and conversions are made to the factory building.

1957: Troentorp introduces a new wedge heel bottom. This will be the foundation for the Original Bottoms still used in Troentorp clogs today.

1958: The factory burns to the ground. Börje and Stig work day and night to restore the factory. They take the chance to rethink and develop the manufacturing process. To improve quality they decide the wood should be worked dry rather than wet. They introduce a dryer room, where they allow the wood to dry up before proceeding to make the wooden bottoms. This leads to big

improvements in quality and it is one of the big changes at Troentorp.

1962: A new boiler room and kiln is installed to dry the lumber. Production is increased to 104,000 pairs of clogs per year.

1966: The Wright clogs (166) with a tailored weave across the clogs' front are created.

1967: The Audubon Clogs (867) with laces are designed and go into production.

1968: A new premise for nailing the clogs is built and production is increased to 244,000 pairs of Troentorp clogs per year.

1973: The Mariah clog (373) sandal is designed and sees the Bastad sunlight for the first time.

1974: A new sawmill building, a new kiln for drying the wood and a new machine hall for making the wooden clog bottoms are put in place.

1975: Troentorp Durer, Donatello and Raphael clogs are developed and enter into production.

1976: Engineer Torsten Thomasson is hired as CEO which allows Börje and Stig to focus on improving production techniques and working on inventions to ease the workload of the employees as well as improving quality.

1977: The 150 craftswomen's and craftsmen's passion coupled with many years of hard work results in Troentorp's peak of production: around 500,000 pair of clogs are made per year. Clogs leaving the Bastad region are sold to over 15 different countries. By this time our clogs have become famous both in Sweden and abroad.

This is also the year the Mary Jane (077) Clog sandals are designed.

1982: The Rembrandt clogs (082) and O'Keefe (087) are created. At this point the demand for clogs has started to decline.

1983: The new Monet clogs (083) with a black wooden bottom enter into production.

1991 – 1992: The Ideal Bottoms are developed.

1995: The closed back clog, Van Gogh (5999) is developed. We also start making our steel-toe and closed back clogs: Picasso (5700).

2002: The Four Star Professional (The Chef) and the Five Star Professional clogs go into production.

2010: The Anna Sandal (6066) is introduced as our newest style of sandal. This clog goes into production soon after.

2011: The Nelly Sandal (6707) clog goes into production.

KEY FACTS

- Troentorp Clogs was established in 1907 by August Johansson, a local shoe cobbler in Bastad, Sweden.
- Troentorp is the name of the village where the clogs are produced, just outside of Bastad.
- Our clog factory has been in the same Swedish village for over 100 years!
- We enlist only fair-labor practices. Many of our clog makes have been with the factory for over 25 years.
- All of our clogs feature a certified slip resistant polyurethane outsole - ASTM 1677 Mark II Certified.
- We have two clogs styles that are steel-toed, the Picasso and the Pablo, that feature impact compression certification ASTM F 2412-05.
- Troentorp Clogs are a natural product. They are made with renewable and recycled materials, ethical and fair Swedish labor, and a commitment to reducing our carbon footprint.
- The employees at Troentorp Clogs take part in National Volunteer Week on behalf of the TwoTen organization.
- The U.S. Distribution Center of Troentorp Clogs is an Official Drop Off location for “Soles for Souls”, a non-profit organization that donates shoes to poverty-stricken areas around the world.

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